

2012 Rates

Rate Base—1,131,000



FOUR-COLOR

	OPEN	IVY NETWORK	THREE-TIME	SIX-TIME
PAGE	\$86,260	\$77,650	\$73,250	\$71,200
2/3	\$66,280	\$59,660	\$56,310	\$54,730
1/2	\$58,140	\$52,340	\$49,400	\$48,020
1/3	\$43,680	\$39,310	\$37,130	\$36,090
BACK COVER	\$100,830	\$90,760	\$85,640	\$83,250
2ND/3RD COVER	10% Premium			

TWO-COLOR

	OPEN	IVY NETWORK	THREE-TIME	SIX-TIME
PAGE	\$73,350	\$66,010	\$62,310	\$60,560
2/3	\$57,210	\$51,500	\$48,620	\$47,250
1/2	\$48,180	\$43,360	\$40,970	\$39,790
1/3	\$35,790	\$32,230	\$30,420	\$29,560

BLACK AND WHITE

	OPEN	IVY NETWORK	THREE-TIME	SIX-TIME
PAGE	\$58,960	\$53,050	\$50,080	\$48,680
2/3	\$43,320	\$38,980	\$36,780	\$35,760
1/2	\$35,480	\$31,930	\$30,120	\$29,300
1/3	\$26,630	\$23,960	\$22,610	\$22,010
1/6	\$15,790	\$14,200	\$13,420	\$13,050
1/12	\$8,320	\$7,500	\$7,080	\$6,870

2012 Deadlines

ISSUE DATE	SPACE	MATERIALS
January/February	11/15/11	11/21/11
March/April	1/13/12	1/20/12
May/June	3/15/12	3/20/12
July/August	5/15/12	5/21/12
September/October	7/13/12	7/20/12
November/December	9/14/12	9/20/12

Lawrence J. Brittan
Associate Publisher
Phone 631.754.4264
Fax 631.912.9313
larry_brittan@ivymags.com

NEW ENGLAND/MID ATLANTIC

Robert Fitta
Phone 617.496.6631
Fax 617.495.0324
bob_fitta@harvard.edu

WEST COAST

Virtus Media Sales
John Buckingham
Phone 310.478.3833
Fax 310.478.1633
buck@vmsales.net

SOUTHWEST

Dan Kellner
Phone 972.529.9687
Fax 972.529.9688
kellner7@tx.rr.com

CHICAGO

Clements Media
Greg Clements
Phone 312.255.0224
greg@clementsmedia.com

NEW YORK

Beth Bernstein
Phone 908.654.5050
Fax 908.518.0632
bethbernstein@comcast.net

Mary Anne MacLean
Phone 631.367.1988
Fax 631.367.2018
mam12@optonline.net

DETROIT

Heth Media
Don Heth
Phone 248.318.9489
Fax 248.258.5878
don@hethmedia.com

TRAVEL

Northeast Media, Inc.
Larry Cohen
Phone 203.255.8800
Fax 203.255.8804
larrycohen@northeast-media.com

BUSINESS OFFICE

Ivy League Magazine Network
Pam Banks
7 Ware Street
Cambridge, MA 02138
Phone 781.405.1106
Fax 617.495.0324
banksbj@comcast.net

MARKETING

Laurence Stines
Phone 208.602.3450
laurence_stines@ivymags.com

PRODUCTION

Jennifer Beaumont
7 Ware Street
Cambridge, MA 02138
Phone 617.495.4268
Fax 617.495.0324
jennifer_beaumont@harvard.edu

Rate Card

Effective Date: January 2012 • Rate Base 1,131,000
Rate Card No. 43

Brown Alumni Magazine
Cornell Alumni Magazine
Dartmouth Alumni Magazine
Harvard Magazine
The Pennsylvania Gazette
Princeton Alumni Weekly
Stanford Magazine
University of Chicago Magazine
Yale Alumni Magazine



Affluence. Influence. Readers for Life.

Affluence. Influence. Readers for Life.

The Most Affluent, Influential and Best-Educated Audience in Print

The readers of the Ivy League Magazine Network share an unparalleled ambition and an enthusiasm for life and for their alma maters. In spite of their busy lives, they make time to read the Ivies because these magazines are important to them.

- The magazines connect emotionally with the readers.
- The magazines provide conversation-provoking general interest content that balances intellectual substance with human interest.
- Only the Ivies have been ranked in the top 5 for reader loyalty in every MMR Affluent Survey for the last 17 years.

Ivy Readers—Where They Live

REGION	CIRCULATION	%TOTAL
New England	194,684	16.5%
Mid-Atlantic	286,283	24.2%
South Atlantic	165,811	14.0%
East North Central	110,131	9.3%
East South Central	13,154	1.1%
West North Central	26,009	2.2%
West South Central	37,621	3.2%
Mountain	45,953	3.9%
Pacific	250,878	21.2%
Total U.S.	1,130,524	95.6%
Other	51,471	4.4%
Total Circulation	1,181,995	100.0%

Source: BPA statements June 2011 and Publishers Records

Production Requirements

Digital materials: PDF/X-1a files are preferred, but most Macintosh-compatible formats are accepted, including QuarkXPress and InDesign files. All graphics must be sent as CMYK (.tif) or EPS (.eps) files at a resolution of 300 dpi, with all fonts included.

Media: Macintosh-formatted CD-ROM or FTP (email for instructions).

Proofs: Digital files must be accompanied by a proof that matches the supplied ad. Color ads require a color proof for each of the magazines in which the ad appears. Nine color proofs are required for ads running network-wide.

Additional charges: PMS-specified colors are charged as a fifth color. The quoted two-color rates apply only to color matched inks by printer.

Please send advertising materials to:

Ivy League Magazine Network
7 Ware Street, Cambridge, MA 02138
Phone 617.495.4268
jennifer_beaumont@harvard.edu

Payment and Discounts

Agency Discount: 15 percent to all recognized agencies.

Inserts: Information and rates available upon request.

Bleeds: No charge.

Short Rates: Applied if a frequency discounted rate is given and the frequency is not met.

Payment terms:

1. Payment is due within 30 days of invoice.
2. A 1.5 percent service charge per month, 18 percent per annum, shall be added to past due invoices.
3. In the event that any invoice or portion thereof is referred to an attorney or agency for collection, additional charge for reasonable attorney's or collection fees shall be added to total balance.
4. Prepayment or an approved credit application may be required.
5. Cash discounts are not available.

Ivy League Network 2012 Mail Dates

	Bleed Spread		Bleed Page		Non-bleed Page		2/3		1/2 (hor)		1/2 (vert)		1/3 (sq)		1/3 (vert)		1/6		1/12		Trim Size	
	WIDTH	DEPTH	WIDTH	DEPTH	WIDTH	DEPTH	WIDTH	DEPTH	WIDTH	DEPTH	WIDTH	DEPTH	WIDTH	DEPTH	WIDTH	DEPTH	WIDTH	DEPTH	WIDTH	DEPTH	WIDTH	DEPTH
Yale	17.25"	11 1/8" (11.125")	8 5/8" (8.625")	11 1/8" (11.125")	7"	9 1/4" (9.25")	4 9/16" (4.563")	9 5/8" (9.625")	7"	4 3/4" (4.75")	4 9/16" (4.563")	7 1/8" (7.125")	4 9/16" (4.563")	4 3/4" (4.75")	2 3/16" (2.188")	9 5/8" (9.625")	2 3/16" (2.188")	4 3/4" (4.75")	2 3/16" (2.188")	2 1/4" (2.25")	8 1/8" (8.125")	10 1/2" (10.5")
University of Chicago	17.25"	11 1/8" (11.125")	8 5/8" (8.625")	11 1/8" (11.125")	7"	9 1/4" (9.25")	4 9/16" (4.563")	9 5/8" (9.625")	7"	4 3/4" (4.75")	4 9/16" (4.563")	7 1/8" (7.125")	4 9/16" (4.563")	4 3/4" (4.75")	2 3/16" (2.188")	9 5/8" (9.625")	2 3/16" (2.188")	4 3/4" (4.75")	2 3/16" (2.188")	2 1/4" (2.25")	8 1/8" (8.125")	10 1/2" (10.5")
Stanford	17.25"	11 1/8" (11.125")	8 5/8" (8.625")	11 1/8" (11.125")	7"	9 1/4" (9.25")	4 9/16" (4.563")	9 5/8" (9.625")	7"	4 3/4" (4.75")	4 9/16" (4.563")	7 1/8" (7.125")	4 9/16" (4.563")	4 3/4" (4.75")	2 3/16" (2.188")	9 5/8" (9.625")	2 3/16" (2.188")	4 3/4" (4.75")	2 3/16" (2.188")	2 1/4" (2.25")	8 1/8" (8.125")	10 1/2" (10.5")
Princeton	17.25"	11 1/8" (11.125")	8 5/8" (8.625")	11 1/8" (11.125")	7"	9 1/4" (9.25")	4 9/16" (4.563")	9 5/8" (9.625")	7"	4 3/4" (4.75")	4 9/16" (4.563")	7 1/8" (7.125")	4 9/16" (4.563")	4 3/4" (4.75")	2 3/16" (2.188")	9 5/8" (9.625")	2 3/16" (2.188")	4 3/4" (4.75")	2 3/16" (2.188")	2 1/4" (2.25")	8 1/8" (8.125")	10 1/2" (10.5")
Penn	17.25"	11 1/8" (11.125")	8 5/8" (8.625")	11 1/8" (11.125")	7"	9 1/4" (9.25")	4 9/16" (4.563")	9 5/8" (9.625")	7"	4 3/4" (4.75")	4 9/16" (4.563")	7 1/8" (7.125")	4 9/16" (4.563")	4 3/4" (4.75")	2 3/16" (2.188")	9 5/8" (9.625")	2 3/16" (2.188")	4 3/4" (4.75")	2 3/16" (2.188")	2 1/4" (2.25")	8 1/8" (8.125")	10 1/2" (10.5")
Harvard	17.25"	11 1/8" (11.125")	8 5/8" (8.625")	11 1/8" (11.125")	7"	9 1/4" (9.25")	4 9/16" (4.563")	9 5/8" (9.625")	7"	4 3/4" (4.75")	4 9/16" (4.563")	7 1/8" (7.125")	4 9/16" (4.563")	4 3/4" (4.75")	2 3/16" (2.188")	9 5/8" (9.625")	2 3/16" (2.188")	4 3/4" (4.75")	2 3/16" (2.188")	2 1/4" (2.25")	8 1/8" (8.125")	10 1/2" (10.5")
Dartmouth	17.25"	11 1/8" (11.125")	8 5/8" (8.625")	11 1/8" (11.125")	7"	9 1/4" (9.25")	4 9/16" (4.563")	9 5/8" (9.625")	7"	4 3/4" (4.75")	4 9/16" (4.563")	7 1/8" (7.125")	4 9/16" (4.563")	4 3/4" (4.75")	2 3/16" (2.188")	9 5/8" (9.625")	2 3/16" (2.188")	4 3/4" (4.75")	2 3/16" (2.188")	2 1/4" (2.25")	8 1/8" (8.125")	10 1/2" (10.5")
Cornell	17.25"	11 1/8" (11.125")	8 5/8" (8.625")	11 1/8" (11.125")	7"	9 1/4" (9.25")	4 9/16" (4.563")	9 5/8" (9.625")	7"	4 3/4" (4.75")	4 9/16" (4.563")	7 1/8" (7.125")	4 9/16" (4.563")	4 3/4" (4.75")	2 3/16" (2.188")	9 5/8" (9.625")	2 3/16" (2.188")	4 3/4" (4.75")	2 3/16" (2.188")	2 1/4" (2.25")	8 1/8" (8.125")	10 1/2" (10.5")
Brown	17.25"	11 1/8" (11.125")	8 5/8" (8.625")	11 1/8" (11.125")	7"	9 1/4" (9.25")	4 9/16" (4.563")	9 5/8" (9.625")	7"	4 3/4" (4.75")	4 9/16" (4.563")	7 1/8" (7.125")	4 9/16" (4.563")	4 3/4" (4.75")	2 3/16" (2.188")	9 5/8" (9.625")	2 3/16" (2.188")	4 3/4" (4.75")	2 3/16" (2.188")	2 1/4" (2.25")	8 1/8" (8.125")	10 1/2" (10.5")
JAN																						
FEB																						
MAR																						
APR																						
MAY																						
JUN																						
JUL																						
AUG																						
SEP																						
OCT																						
NOV																						
DEC																						

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.
*Visit ivymags.com/specs for University of Chicago specifications.