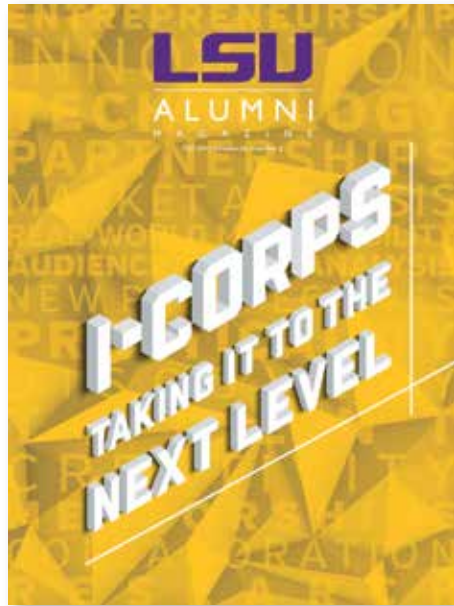


# LSU

## ALUMNI

MAGAZINE



### MAGAZINE AD RATES

AD	AD SIZE	1X	4X
Back Cover	8.375" W x 8.6167" D	\$2,800	\$2,500
Inside Front	8.375" W x 11.125" D	\$2,600	\$2,300
Inside Back	8.375" W x 11.125" D	\$2,500	\$2,200
Full Page With Bleed	8.375" W x 11.125" D	\$2,000	\$1,800
Full Page No Bleed	6.875" W x 9.625" D	\$2,000	\$1,800
½ Page Vertical	3.375" W x 9.625" D	\$1,000	\$850
½ Page Horizontal	6.875" W x 4.8194" D	\$1,000	\$850
¼ Page Horizontal	6.875" W x 2.4097" D	\$600	\$500
Insert Full run	7.0243" W x 9.7752" D	\$2,500	

### MAGAZINE TRIM SIZE 8.125" W x 10.875" D

- Keep all important graphics and copy within magazine trim dimensions with crop marks.
- All images should be CMYK not RGB format and should be color corrected.
- Fonts must be embedded or converted to outlines.
- Line art resolution should be between 1200 and 2400 dpi.
- Prefer high resolution PDFs only via e-mail or packages InDesign files sent via disc.
- No Quark, Microsoft Publisher, Word, or Word Perfect files accepted.
- All images included in ads must be 300 dpi or higher.

### COLLEGIATE LICENSING

Advertiser certifies any advertising with registered LSU trademarks has been approved by LSU Trademark Licensing. Visit [www.LSU.com](http://www.LSU.com).

LSU Alumni Magazine reserves the right to edit and the right to refuse any and all advertising.

*For more information contact  
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[mignon@lsualumni.org](mailto:mignon@lsualumni.org)*



## MEDIA KIT





Advertising opportunities in the *LSU Alumni Magazine* and the LSU Alumni Association's monthly E-letter provide a unique outlet for reaching LSU alumni and friends and ensure mass exposure on local, state, and national levels.

### LSU ALUMNI MAGAZINE

**LSU Alumni Magazine is published four times a year by the LSU Alumni Association, an independent, non-profit organization supporting Louisiana State University.** Our readers, a loyal group of alumni and friends, display *LSU Alumni Magazine* in their homes and offices and also share it with family and friends. The magazine is placed in guest rooms and the lobby of The Cook Hotel and Conference Center, the Lod Cook Alumni Center and the LSU Visitors Center, providing an opportunity to advertise businesses, restaurants, retailers, and area attractions to visitors to LSU, Baton Rouge, and beyond. One of the greatest advantages of the magazine is its shelf life, making it a powerful tool for your marketing endeavors.

### DISTRIBUTION & CIRCULATION

**100,000 copies of *LSU Alumni Magazine* are mailed annually (25,000 quarterly) to:**

- Active and potential donors nationwide
- Alumni organizations
- Southeastern Conference and Self- Governing Alumni Forum colleagues
- Physicians and dentists in Greater Baton Rouge, Greater New Orleans, and Shreveport
- LSU faculty and professional staff

**OUR ALUMNI:** Louisiana State University alumni represent an influential group and are among the nation's leaders in business, law, medicine, engineering, architecture, and more.

### READERSHIP

**Your advertising in *LSU Alumni Magazine* will reach LSU alumni, faculty, staff, supporters, friends, and donors across the country.**

Eighty-three percent of *LSU Alumni Magazine* readers live in Louisiana, and the magazine enjoys high readership in states across the southeast, as well as in California, New York, and the Washington, D.C. area.

The full-color periodical enjoys a long shelf life with its readers, an advantage that provides multiple viewing opportunities and strong potential for secondary readership, increasing the normal magazine readership to more than 70,000 readers quarterly.

*LSU Alumni Magazine* is archived and available online at [www.lsualumni.org](http://www.lsualumni.org), providing further viewing, reading opportunities, and enticing advertising options.

### E-LETTER

**Each month, the LSU Alumni Association shares news about what's going on in Tiger Nation with 62,000+ readers.** The monthly E-Letter includes stories on alumni across the globe, and University and Association news. It targets alums in and out of state as well as LSU seniors, future alumni, and their parents. Alumni and friends can sign up for free on our website, and the total number of recipients increases over time. Advertise in our E-Letter, an informative window into Tiger Nation.

### E-LETTER RATES

BANNER ORIENTATION	SKYSCRAPER ORIENTATION
Width: 400 pixels Height: 100 pixels	Width: 160 pixels Height: 330 pixels
1x Rate: \$500	1x Rate: \$500
4x Rate: \$450	4x Rate: \$450
6x Rate: \$400	6x Rate: \$400

