



## Mines Magazine Display Advertising Rates and Specifications

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**Mines Magazine** is a four-color magazine published four times a year by Colorado School of Mines and the Mines Alumni Association. Colorado School of Mines is a highly respected applied science and engineering undergraduate and graduate university with an emphasis on energy, materials, earth resources and the environment. *Mines Magazine* is distributed to all known alumni residing in the U.S., campus faculty, graduate students and all members of the undergraduate senior class. The online edition is promoted via hyperlinked emails to:

- to the same group as our print version, including all undergraduate students
- all international alumni who we have emails for
- all users on our social media sites and those who visit [magazine.mines.edu](http://magazine.mines.edu)

The magazine aims to keep readers in touch with the school and its alumni by providing coverage of campus events, academic programs, research, student life, alumni news and other issues of concern to the community. According to in-depth readership surveys, the magazine has a loyal and interested readership: the latest survey indicates that 94 percent of recipients read the magazine, with **39 percent of respondents reporting that they read it “cover-to-cover.”** *Mines Magazine* has a press run of 28,000 and has been published continuously since 1910.

### Reader Demographics

Colorado School of Mines has an international reputation as one of the best earth science schools in the world, and its graduates are highly sought after.

- Most graduates are engineers who pursue technical, professional or managerial careers.
- A high percentage of alumni work in energy-related fields.
- Alumni with job titles number 17,000. Of these, 33 percent carry executive-level job titles.
- About 50 percent of alumni live in the West and Southwest, 6,500 of whom are in the Denver-metro area.
- More than 60 percent of the school's alumni are under the age of 40.
- According to Payscale's 2013–2014 College Salary Report, the average starting salary for graduates with bachelor's degrees is \$66,700, the sixth highest among all U.S. universities.
- We have an average of 4,000 page views/month on our [minesmagazine.com](http://minesmagazine.com) website.

### Publication Schedule

*Mines Magazine* is published four times a year: winter, spring, summer, and fall.

### General Rate Policy

- **DISCOUNT RATES:** Frequency is determined by the total number of paid insertions during the previous 12-month period or a commitment to insertion in multiple issues.
- **SHORT ORDERS:** Advertisers will be short-rated if they do not use the amount of space on which their billings are based within the same 12-month period.
- **LIABILITY:** Advertisers and advertising agencies assume liability for all content of advertising printed and are responsible for all claims made against the publisher arising from printed advertising.
- **PUBLISHER'S RIGHTS:** The publisher reserves the right to reject any advertisement at the publisher's discretion.
- **PAYMENT:** Payment must be received by the publisher no later than one month after the mail drop date.

### Closing Dates

Insertion orders and ad material must be received by the dates specified below.

ISSUE	ORDER DUE	AD MATERIAL DUE	ANTICIPATED MAIL DROP
Winter 2018	11/1	11/10	1/15
Spring 2018	2/6	2/16	4/16
Summer 2018	5/1	5/11	7/16
Fall 2018	8/7	8/17	10/15

### Publication Requirements

Publisher prefers high-resolution PDF files (CMYK at least 300 dpi). Completed ad material should be sent to [aspurgeon@mines.edu](mailto:aspurgeon@mines.edu). All colors must be reproducible from process color. Any required changes are the advertiser's responsibility. No changes can be made to ads after the material deadline without special permission from the publisher.

- TRIM SIZE: 8.375 inches x 10.625 inches
- STORAGE AND MATERIAL: Materials are stored for one year by the publisher, and then destroyed unless other instructions are received from the advertiser or agency.
- BINDING METHOD: Saddle stitch
- FULL BLEED: Accepted on full-page ads only (add 0.125 inch on all sides to accommodate)

### Four-Color Rates (same as black and white)

All prices below are for a single advertisement. Discounted rates apply to advertisers placing an order for a year at a time (four issues).

SIZE	WIDTH x HEIGHT (Inches)	1 TIME	4 TIMES (Price per issue)
Inside front cover – full page	8.375 x 10.625	\$2,490	\$2,240
Inside back cover – full page	8.375 x 10.625	\$2,280	\$2,050
Full page (add 0.125-inch bleed)	8.375 x 10.625	\$2,075	\$1,865
2/3 page (vertical)	4.625 x 9.500	\$1,525	\$1,370
2/3 page (horizontal)	7.250 x 6.250	\$1,525	\$1,370
1/2 page (vertical)	3.625 x 9.500	\$1,255	\$1,130
1/2 page (horizontal)	7.250 x 4.625	\$1,255	\$1,130
1/3 page (vertical)	2.375 x 9.500	\$920	\$830
1/3 page (horizontal)	7.250 x 3.125	\$920	\$830
1/4 page	3.625 x 4.625	\$760	\$680

### Online Advertisement

Advertisers can place an ad on our [magazine.mines.edu](http://magazine.mines.edu) website for three months or a year at a time, either in addition to the print advertisement or as a single advertisement order. To get the discounted full year rate, advertisers need to select this option up front. New ad artwork can be sent each quarter. Please submit a jpeg or gif optimized for web, RGB, 300 x 250 pixels.

One quarter (three months) - \$300	Full Year - \$1,000
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### Contact Information

Mines Magazine Advertising

Colorado School of Mines

1500 Illinois Street

Golden, CO 80401

[magazine.mines.edu](http://magazine.mines.edu)

Ashley Spurgeon, Advertising Coordinator

[aspurgeon@mines.edu](mailto:aspurgeon@mines.edu) | phone 303.273.3959 | fax 303.273.3583



## Mines Magazine Display Advertising Insertion Order

Use this form to place advertisements in *Mines Magazine*. Please scan completed form and email it to [aspurgeon@mines.edu](mailto:aspurgeon@mines.edu) or fax it to 303.273.3583. Ad material should be sent to the same email address. We will confirm receipt of insertion order and ad material by email.

Company name: \_\_\_\_\_  
 Name of company's authorized agent: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/ZIP/Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please check the appropriate box. Discounts offered to multi-issue purchases; **prices listed are for each ad.**

	WIDTH x HEIGHT (inches)	INSERTION IN 1 ISSUE	INSERTION IN 4 ISSUES (price per issue)	ONLINE ADS ( <a href="http://magazine.mines.edu">magazine.mines.edu</a> )
Inside front cover – full page	8.375 x 10.625	\$2,490	\$2,240	One quarter - \$300 <input type="checkbox"/>
Full page (add 0.125 in. bleed)	8.375 x 10.625	\$2,075	\$1,865	
1/2 page (vertical)	3.625 x 9.500	\$1,255	\$1,130	Full Year - \$1,000 <input type="checkbox"/>
1/2 page (horizontal)	7.250 x 4.625	\$1,255	\$1,130	
2/3 page (vertical)	4.625 x 9.500	\$1,525	\$1,370	
2/3 page (horizontal)	7.250 x 6.250	\$1,525	\$1,370	
1/3 page (vertical)	2.375 x 9.500	\$920	\$830	
1/3 page (horizontal)	7.250 x 3.125	\$920	\$830	
1/4 page	3.625 x 4.625	\$760	\$680	

Discounted rates apply to advertisers placing a repeat advertisement within a 12-month period, as well as commitments to insertions in multiple issues (in four concurrent issues). No refunds will be offered after the "order due" date for the targeted issue. All advertising services are governed by the current "Display Advertising Rates & Specifications" sheet. Full payment is due no later than one month after mail drop date.

Online advertisers - please submit a jpeg or gif optimized for web, RGB, 300 x 250 pixels.

ISSUE	ORDER DUE	AD MATERIAL DUE	ANTICIPATED MAIL DROP
Winter 2018	11/1	11/10	1/15
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**Payment method (please check one):**

Invoice (preferred)     Visa     MasterCard     American Express     Discover

**Total:** Cost per issue \_\_\_\_\_ X # of issues \_\_\_\_\_ + online ad order total \_\_\_\_\_ = \$ \_\_\_\_\_

Credit card number (if applicable): \_\_\_\_\_ Exp. date: \_\_\_\_\_

Name on card: \_\_\_\_\_ Security Code: \_\_\_\_\_

Authorized agent signature: \_\_\_\_\_ Date: \_\_\_\_\_