GENERAL INFORMATION

Since 1912, the Carolina Alumni Review has been involving and informing alumni and friends of The University of North Carolina, the nation’s first state university.

Published bimonthly, the Review reaches dues-paying members of the UNC General Alumni Association as well as opinion leaders across the state and campus decision-makers.

When targeting an affluent regional audience, think of this trusted resource for the engaged, well-heeled audience you seek. Consider the Carolina Alumni Review:

- Audience: 70,000 (average)
- Rate Base: 57,000 (guaranteed)

To advertise with us, contact:
Jana Collins ’92 (MA), advertising account representative, at (919) 962–8820 or jana_collins@unc.edu

Policies

A signed Carolina Alumni Review display advertising contract or a signed insertion order from a recognized advertising agency is required prior to the publication of display advertising.

All advertisements are subject to approval. The publisher reserves the right to reject or cancel any advertising for any reason at any time. Advertising simulating editorial copy will not be accepted.

All ads are accepted and published entirely on the written representation that the advertiser and/or advertising agency is authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, the advertiser and agency will fully indemnify and hold harmless the publisher from and against any loss, cost, and expense resulting from any claim or suit of any nature whatsoever arising out of publication of such advertising. The publisher is not responsible for errors in key numbers. Space that has been reserved may not be canceled by anyone other than the publisher after the space closing deadline. Advertisers or agencies reserving space in the Carolina Alumni Review for the first time must pre-pay their ad space. All classified ads must be pre-paid. Other advertisers may be required to pre-pay at the discretion of the publisher. All charges are due within 30 days from the billing date. All overdue accounts are subject to a finance charge of 1.5% per month (18% per year). Contract advertisers that do not fulfill the terms of their contract will be subject to a short rate adjustment to their earned rate. Prevailing ad rates at time of insertion apply. Refer to the rate card for details on advertising deadlines and specifications for ad submission. Delivery dates are estimates and are not guaranteed. The publisher is not responsible for retaining advertising material beyond one year.

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“The CAR instills a sense of alumni pride.
It’s a beautifully produced magazine,
and I try to read it from cover to cover.”

— CAR READERSHIP SURVEY
Agency Discount
Recognized advertising agencies responsible for reserving space and handling billing are eligible for a 15% discount on rates. (In-house agencies are not eligible for commission.)

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2015 Display Advertising Rates

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<thead>
<tr>
<th>Format</th>
<th>Open Rate</th>
<th>4Flex Contract*</th>
<th>6x Contract*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Covers — 7.3” x 11.375” 4C</td>
<td>$4,995</td>
<td>$4,165</td>
<td>$3,845</td>
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<td>Full-Page 7.3” x 9.6” or Bleed 8.75” x 11.375” 4C</td>
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<td>$3,395</td>
<td>$3,125</td>
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<tr>
<td>2/3 Page 4.8” x 9.6” 4C</td>
<td>$3,045</td>
<td>$2,355</td>
<td>$2,355</td>
</tr>
<tr>
<td>1/2 Page V 4.8” x 7.2” or H 7.3” x 4.7” 4C</td>
<td>$2,430</td>
<td>$2,030</td>
<td>$1,880</td>
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<td>1/3 Page V 2.3” x 9.6” or Sq 4.8” x 4.7” 4C</td>
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<td>$1,160</td>
<td>$1,080</td>
</tr>
<tr>
<td>1/6 Page V 2.3” x 4.7” or H 4.8” x 2.25” 4C</td>
<td>$1,060</td>
<td>$920</td>
<td>$845</td>
</tr>
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</table>

B/W rates are included in the digital edition with links activated.

* 4Flex contract allows you to choose any four of six annual issues
† 6x contract also includes a free Web hyperlink from alumni.unc.edu/news
Rates are per insertion. All ads are included online in the digital edition with links activated.

AD DIMENSIONS*

- Full (bleed) 8.75” x 11.375”
- Live Area for Text: 7.25” x 10.00”
- Trim Size: 8.25” x 10.875”
- 1/2 H 7.3” x 4.7”
- 1/3 V 4.8” x 9.6”
- 2/3 V 4.8” x 9.6”

* Double-check ad sizes before preparing files. No bleed for fractional ads.
* Ads that are not to specifications are subject to production charges.

Classified advertising appears between two very popular and highly-read sections, Class Notes and Around Town. All orders must include a telephone number and be pre-paid. Telephone numbers including area code count as one word. Words joined by a hyphen or slash are counted individually. Visit alumni.unc.edu/classifieds.

** Specifications for ad submission available upon request.

2015 Classified Advertising Rates

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<tr>
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</tr>
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<tbody>
<tr>
<td>Line Rate</td>
<td>$3.50/word</td>
<td>$3.25/word</td>
</tr>
<tr>
<td>Display Classifieds (vertical only)</td>
<td>$100/column inch*</td>
<td>$90/column inch*</td>
</tr>
</tbody>
</table>

* Columns measure 3.7”. Standard point size for body text is 9.

2015 Advertising Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservation Deadline</th>
<th>Ad Artwork Due</th>
<th>Classified Ads Due</th>
<th>Delivery**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb*</td>
<td>Nov. 5</td>
<td>Nov. 12</td>
<td>Nov. 27</td>
<td>Jan. 16</td>
</tr>
<tr>
<td>March/April**</td>
<td>Jan. 8</td>
<td>Jan. 15</td>
<td>Jan. 29</td>
<td>Mar. 13</td>
</tr>
<tr>
<td>May/June</td>
<td>Mar. 12</td>
<td>Mar. 19</td>
<td>Apr. 2</td>
<td>May 8</td>
</tr>
<tr>
<td>July/Aug</td>
<td>May 14</td>
<td>May 21</td>
<td>June 4</td>
<td>July 24</td>
</tr>
<tr>
<td>Sept/Oct</td>
<td>July 9</td>
<td>July 16</td>
<td>July 30</td>
<td>Sept. 18</td>
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<td>Nov/Dec*</td>
<td>Sept. 10</td>
<td>Sept. 17</td>
<td>Oct. 1</td>
<td>Nov. 13</td>
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* Reaches GAA student number
** Non-GAA high school counselors & librarians
** Delivery dates are estimates and are not guaranteed.

Printing:
Web offset
Binding:
Perfect
Trim Size:
8.25” x 10.875”
Monthly E-newsletter
Reach the inboxes of 144,000 UNC alumni and friends

Alumni Magazine Digital Editions
App for smartphones and tablets

Social Media
Reach 50,000+ alumni and friends across five platforms

Targeted Inserts
Zoned bookmarks, brochures and more

Homecoming Sponsorship
Celebrate with the Tar Heel family each year

Online Ads – UNC GAA Website
Daily online source for alumni news and events

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The positioning of advertising in the Carolina Alumni Review is at the discretion of the publisher except inside covers, which can be guaranteed by written contract, and premium rate.

The publisher is not responsible for errors in key numbers. Space that has been reserved may not be canceled by anyone other than the publisher after the space closing deadline.

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2015 MEDIA KIT
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