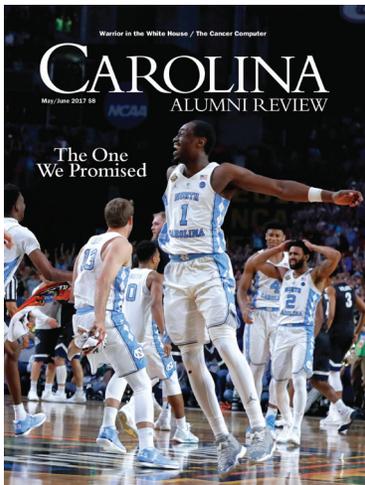
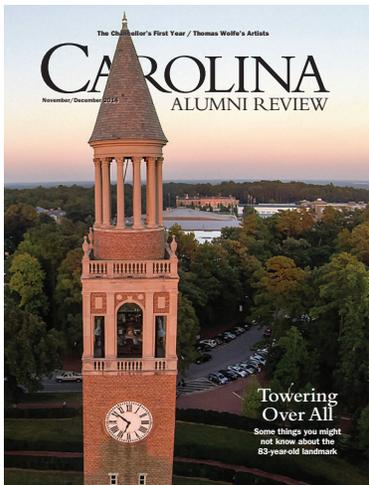
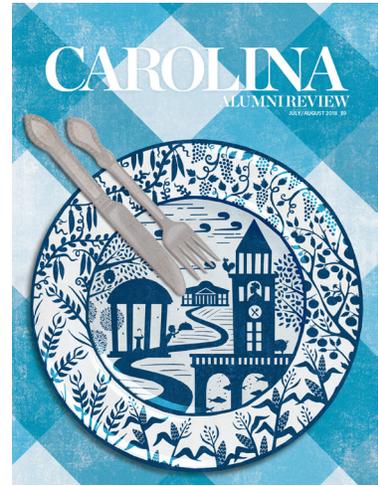
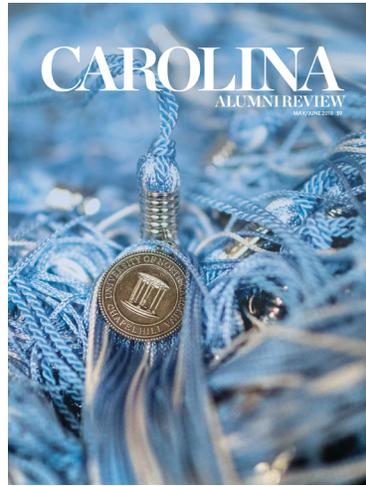
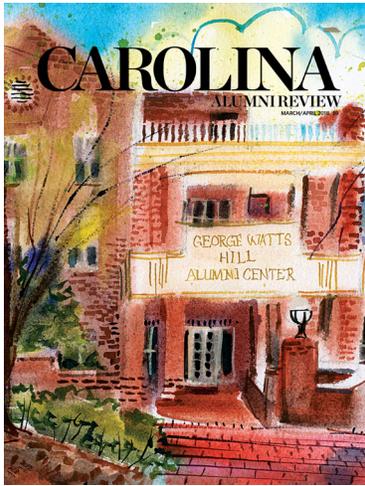
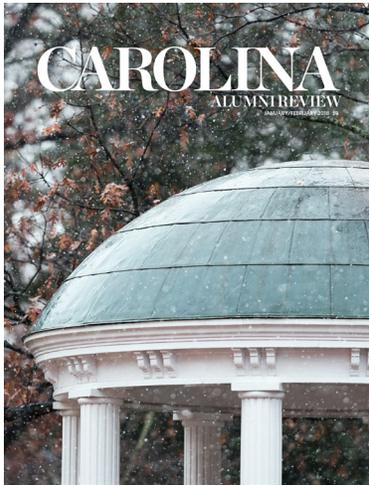


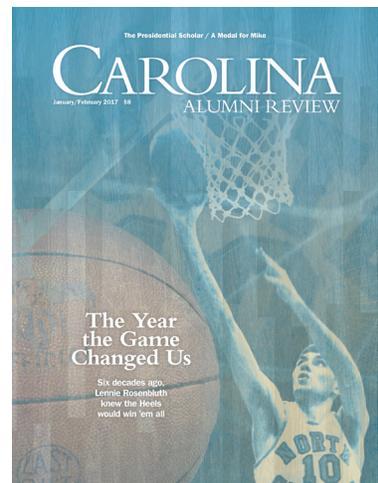
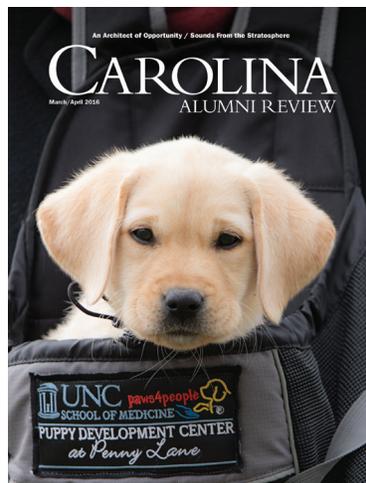
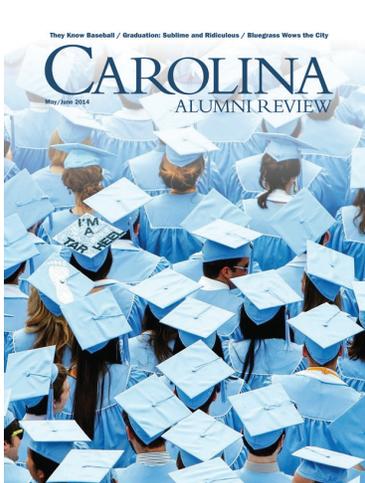
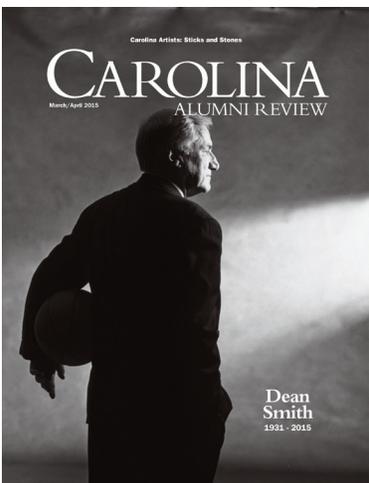
# CAROLINA

## ALUMNI REVIEW



- **71,300** copies mailed and digitally delivered
- **100,000+** social media followers on 6 platforms
- **130,000** average web pageviews per month

*The Carolina Alumni Review has been published since 1912 for alumni and friends of The University of North Carolina, the nation's first state university.*



# Engage With Alumni

Our engaged, educated readers are one reason the *Carolina Alumni Review* consistently ranks among the top three university alumni magazines in the nation for advertising. Involving, informing and connecting alumni and friends of The University of North Carolina has been the mission of the *Review* since 1912. Written for and about alumni, the *Review* provides an environment that its readers relate to, believe in and trust.

● **6 issues per year** (bimonthly)



● **66,000 subscribing** alumni and friends;  
**3,800** faculty and campus decision-makers; **1,500** students

● **44%** of readers report passing along to at least one other person, bringing total readership to over 100,000

● **30%/70% ad to editorial ratio:** Ads are always integrated with editorial content making them exceptionally visible

● **58%** report the *Review* is their primary source of information about the University

● **47%** report visiting an advertiser's website

● Average Age: **54**

● **52%** male; **48%** female

● **90%** have an undergraduate degree or higher

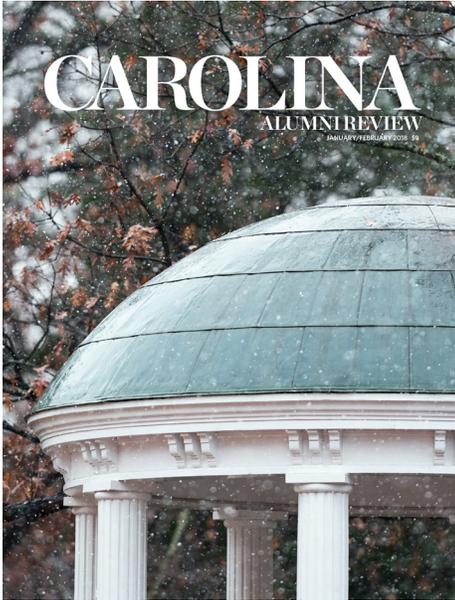
● Average HHI: **\$150,000**

● **59%** live in **North Carolina**

● **78%** live in the **Southeast U.S.**

Since 1996, the magazine has won more than 40 regional and national awards for excellence in editorial content and graphic design. Readers comment that the *Review* is a “superb publication” and that “the quality, content and style are first rate.” One reader simply asked that we “keep the *Review* coming.”

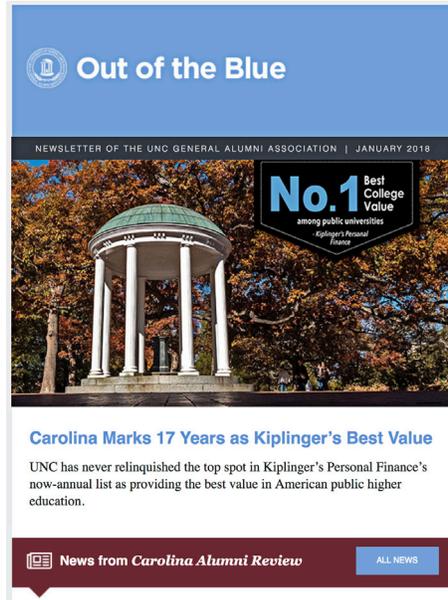
# Multi-Channel Marketing



**Bimonthly Alumni Magazine**  
66,000 alumni and 3,800 faculty and senior staff, and 1,500 students read, share, display and keep the *Review*



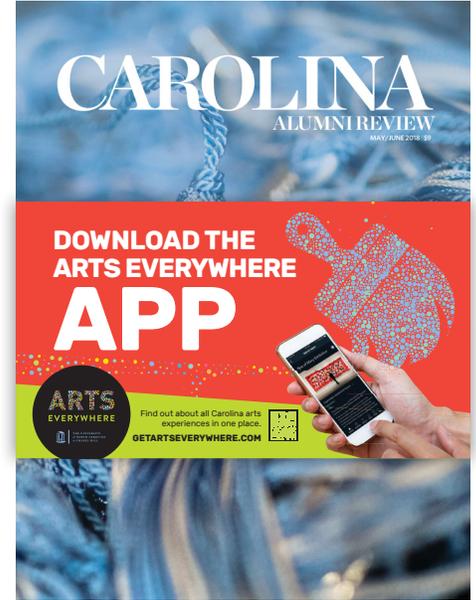
**Outreach Events**  
Partner with us to bring our alumni to you



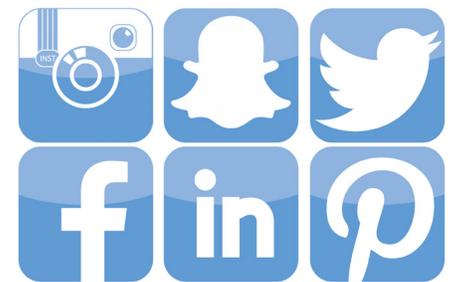
**Monthly E-newsletter**  
Reach the inboxes of 165,000+ UNC alumni and friends



**Mobile App**  
Digital access to alumni magazine, latest news and more



**Zoned Inserts**  
Target your market by demographics



**Social Media**  
Reach 100,000+ alumni and friends across six platforms



**Homecoming Sponsorship**  
Capture the attention of Tar Heels in town

# Display Advertising Rates

Position	Base	4 Issues	6 Issues
Inside Covers	\$4,995	\$4,165	\$3,845
Two-page spread	\$7,992	\$5,648	\$5,192
Full Page	\$4,310	\$3,600	\$3,310
2/3 Page	\$3,230	\$2,585	\$2,495
1/2 Page	\$2,580	\$2,152	\$1,990
1/3 Page	\$2,235	\$1,860	\$1,715
1/6 Page	\$1,465	\$1,230	\$1,140
1/6 Page B&W	\$640	\$535	\$495

Rates are per insertion and include three ad exposure touchpoints:

- Print edition
- Digital edition with links activated
- Mobile app access to the digital edition

Rates are per insertion. All ads are included in the digital edition with links activated.

## Deadlines

Issue	Reserve Space	Ad Artwork	Digital Ed. Emailed	Print Ed. Mailed**
Jan/Feb*	Nov. 1	Nov. 8	Jan. 14	Jan. 23
March/April <sup>1</sup>	Jan. 10	Jan. 17	March 13	March 23
May/June	March 7	March 14	May 2	May 10
July/Aug	May 9	May 16	July 9	July 17
Sept/Oct	July 11	July 18	Sept. 13	Sept. 23
Nov/Dec*	Sept. 5	Sept. 12	Nov. 12	Nov. 21

\*Reaches GAA student members

\*\*Enters postal stream

<sup>1</sup>Reaches all N.C. high school guidance counselors & librarians

### 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.)

### Campus, Nonprofit Discount

All campus advertisers, approved nonprofit organizations, and GAA members are eligible for a 10% discount.

### Payment

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. Overdue accounts are subject to a finance charge of 1.5% per month (18% per year).

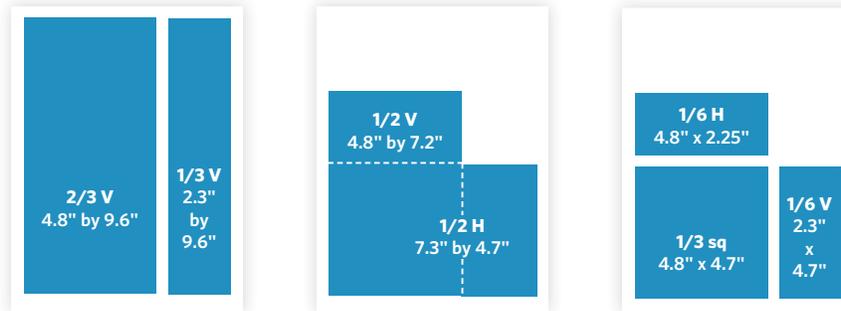
**“You guys must be doing something right to have so many people around the country reading the magazine.”**

**— David Bruce Post**

## Display Ad Dimensions



**Full-bleed ads:** Ensure that registration/crop marks are outside the 8.75" x 11.375" bleed area (.25" offset).



**Fractional ads:** Do not include bleeds or printer's marks.

Double-check ad sizes before preparing files.

## Specifications for Display Ad Submission

**File format:** Submit PDF files (PDF/x-1a preferred) created from InDesign or QuarkXPress. (If you work in Illustrator, save your ad as an EPS file, place it in InDesign or QuarkXPress and export as PDF.)

**Fonts:** Convert fonts to outlines if possible. (If you work in QuarkXPress, embed fonts in the PDF.)

**Embedded images:** **Effective resolution of CMYK/grayscale/duotone images:** 300 dpi. **Effective resolution of line-art graphics:** between 1200 and 2400 dpi.

**Color and ink:** Convert all colors to 4-color process (CMYK) – all photos, logos, graphics and type. **PMS/spot and RGB colors are not accepted.** Convert all color elements to CMYK. **B&W ads:** Convert photos to grayscale mode. **Avoid very heavy ink coverage.** Colors in your palette (and images) should not exceed 305% in total ink coverage (sum of C, M, Y and K values).

**Layout notes:** **Full-page ads require at least 1/4" bleed** for content that extends to trim edge and **at least 3/8" clearance** (safe area) from trim to edge of page elements inside trim area. Make sure **crop/registration marks and color bars** are outside the bleed area (offset by 1/4").

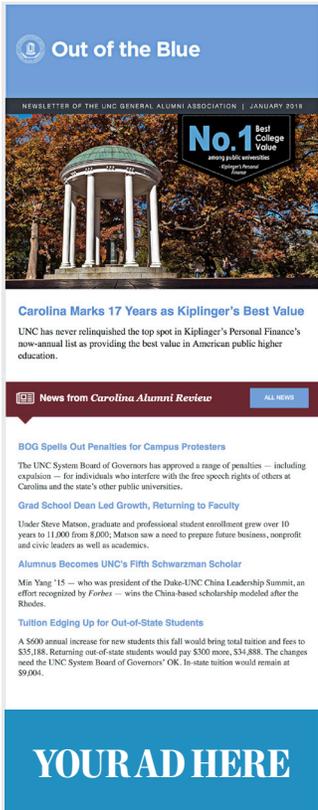
**Printing and binding:** The *Review* is printed on a web offset printer and is perfect-bound.

**Proofs:** Submit SWOP-certified continuous tone proofs. Color cannot be guaranteed if no proof is supplied.

**File delivery:** Compress files using Stuffit (.sit) or Zip (.zip) and email to [caradvertising@unc.edu](mailto:caradvertising@unc.edu) or contact us for alternate delivery options.

Ads that are not to specifications are subject to production charges.

# Digital Advertising Rates

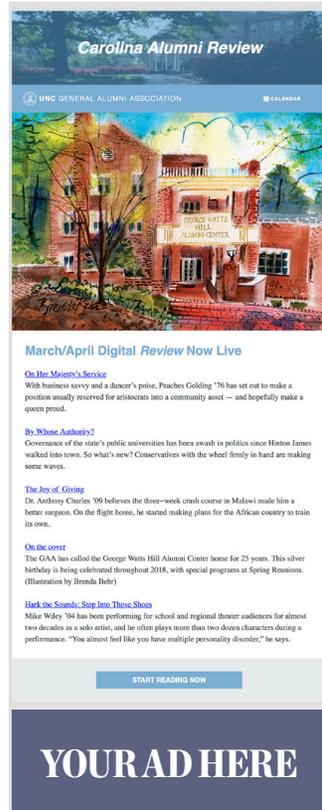


## Out of the Blue monthly e-newsletter of the GAA

Reach **165,000+** alumni on the first Tuesday of each month with this email that keeps them informed and up-to-date about what's happening at Carolina. Brief headlines and photos along with links to the GAA's website where alumni can read more.

**Rate:** \$950

**Specs:** 600 pixels wide by 195 pixels high



## Carolina Alumni Review e-newsletter

Reach **66,000** GAA members bimonthly in this email that delivers the digital edition of the alumni magazine.

**Rate:** \$825

**Specs:** 600 pixels wide by 195 pixels high



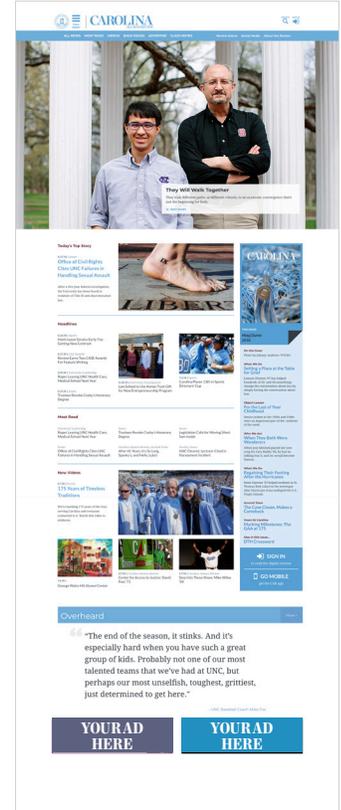
## Targeted e-newsletters

Reach alumni by demographic. For example:

- Carolina Clubs nationwide (45,000+ alumni)
- *The Quad* young alumni newsletter (30,000+ alumni ages 22–32)
- Target North Carolina or the Triangle area

**Rate:** \$475

**Specs:** 600 pixels wide by 195 pixels high



## GAA website: alumni.unc.edu

Rotating ad on high-traffic web pages. Average monthly pageviews is 130,000.

**Rate:** \$300

**Specs:** 594 pixels wide by 170 pixels high

**“I feel smarter after reading the magazine – a good sign, non?”**  
– Keith McClelland

# Classified Advertising Rates

Classified advertising includes four ad exposure touchpoints:

- Print edition (delivered via U.S. mail)
- Digital edition with links activated (delivered via email)
- Online edition on the UNC General Alumni Association web page
- Mobile app access to the digital edition

## Deadlines

Issue	Deadline
Jan/Feb	Nov. 22
March/April	Jan. 25
May/June	March 28
July/Aug	May 30
Sept/Oct	July 31
Nov/Dec	Sept. 26

Visit [alumni.unc.edu/classifieds](http://alumni.unc.edu/classifieds).

Call (919)-962-8820 or email [jana\\_collins@unc.edu](mailto:jana_collins@unc.edu).

All orders must be pre-paid and include a telephone number.

Column measures 2.2 inches.

Standard point size for body text is 8.75.

**“It’s clear to see why the Carolina Alumni Review is so amazing and successful. Makes us all proud and keeps us all connected and informed.”**

— Brent Wall

**15 Update: Samuel Emerson Peafe** (’55 BA) of Charlotte has been named an Honorary Member of the Board of Directors of the UNC-Chapel Hill Foundation. He will be involved with the middle-market private equity firm investment relations. **# # #**

**16 Update: Jesse Paine O’Connor** (’17 BA) of Charlotte has been named Honorary Member of the Board of Directors of the UNC-Chapel Hill Foundation. He will be involved with the middle-market private equity firm investment relations. **# # #**

**17 Update: Jessica Paine O’Connor** (’17 BA) of Charlotte has been named Honorary Member of the Board of Directors of the UNC-Chapel Hill Foundation. She will be involved with the middle-market private equity firm investment relations. **# # #**

**18 Update: Bryan Robert Smith** (’58 BA) of Asheville, March 14, 2018. Smith worked in the Language Acquisition Lab in the psychology department at the University of Illinois at Chicago. He was a communication intern in the Southern Oral History program and managed offices and in the communications and linguistics department.

**19 Update: Cora Brooke “C.B.” Cotton** (’58 BA) of Asheville has been honored by Northeast Community Development at the 2018 Housing Awards. Cotton, the Asheville business chief for WTC, the UNC affiliate in western North Carolina, was recognized for helping the women of her home community. **# # #**

**20 Update: Andrew Luther Gentry IV** (’16 BA) of Washington, D.C., has been named a digital producer for the Creative Institute at the Washington Post. Gentry has been editing part time for the institute’s multimedia desk.

**21 Update: Kimberly Dina Sanders** (’16 MPA) and her Victor Foundation of Charlotte.

**CROSSWORD SOLUTION (From page 74)**

S	A	I	R	D		A	T	T		E	P	A	L
U	A	I	T	S		I	T	S		I	T	S	
G	A	I	T			A	T			A	T		
E	L	I	T			E	L			E	L		
J	A	N				A	N			A	N		
F	O	C	I			F	O			F	O		
C	O	L				C	O			C	O		
F	R	I				F	R			F	R		
C	A	I	N			C	A			C	A		
A	O	I				A	O			A	O		
S	W	I	O			S	W			S	W		
I	N					I	N			I	N		
E	I	S				E	I			E	I		

**News**

**Buy/Sell**

**OLD CHAPEL HILL CEMETERY LEGACY SIZED PLOT** Very rare and large legacy sized plot (10 cubic ft to 20+ cremated interments, perhaps a mausoleum) now available. Sold out completely in 1954. [www.oldchapelhillcemetery.org](http://www.oldchapelhillcemetery.org) for video, site maps and plot, pricing, and contact information. Gardner H. Altman, Jr., 85 '68, JD '71.

**RARE COINS** Private & estate collections appraised. Single coins, entire collections brought outright or sold on commission basis. Collection enhancement, refinement, consult. Silver coins, gold & silver bullion, currency for the collector/investor. **PHIL KAUFMAN '67**, Wilmington, N.C. Professional numismatist since 1972. [phil@pkcoins.com](mailto:phil@pkcoins.com) (910) 256-3899.

**CAROLINA SPORTS MEMORABILIA** wanted. Contact Eliot Antopoulos (AR '85, MD '91) (910) 494-4764. [antopoul@carolina.net](mailto:antopoul@carolina.net).

**Resort and Vacation Rentals**

**ENJOY COOL SUMMER DAYS** in North Carolina mountains. Well-equipped 4 bedroom house near Cashiers at 1200 feet elevation and 3 bedrooms condo with fabulous views at 4300 feet elevation on Sugar Mountain. Call for details 919-943-3781 or 919-612-0817.

**BALD HEAD ISLAND, NC** — 4 bed/4.5 bath golf course home. [livingpadding.com](http://livingpadding.com). Follow alumni discount via: (919) 323-9338 or [tom.mercello116@gmail.com](mailto:tom.mercello116@gmail.com).

**FIGURE 8 ISLAND** — NC Best kept Secret. 3 sound front homes. \$3,900-\$1,500 plus taxes w/ly. [YERO#147666&YERO#297311](http://YERO#147666&YERO#297311) (910) 470-4099, [homes@carolinahomed.com](mailto:homes@carolinahomed.com)

**OAK ISLAND OCEANFRONT:** [HoodHouse.com](http://HoodHouse.com); (919) 837-5551.

**SPECTACULAR OCEANFRONT** Duplex on Sunset Beach, North Carolina. "One of the world's best beaches" — National Geographic. Magnificent views. Best one side or both. Connecting double doors. Ideal for family gatherings. 4 bedrooms, 4.5 baths each side. Linens included. Absentee-owned/Professionally managed. [bit.ly/2j0d1](http://bit.ly/2j0d1) (910) 579-6000 Cathy X250 or Susan X249; reference 607676.

**ELLETHERA, BAHAMAS:** Two oceanfront homes (2 bedroom, 2 bath). Stunning, swim, relax. \$1,000/week. (919) 312-8726. [vrb.com@121010](mailto:vrb.com@121010) and [vrb.com@107971](mailto:vrb.com@107971) or email: [elcbahamas@vrb.com](mailto:elcbahamas@vrb.com).

**HARK THE SOUND** at Emerald Isle. 4 bedrooms, 3 baths, new kitchen w/gas cooking, 3 porches, private pool, golf cart to beach/restaurants. [harkthesound.com](http://harkthesound.com) (842) 225-7994.

**SELLMYTIMESHARENOW.COM** offers North Carolina timeshare rentals starting as low as \$7/night. 877-415-4227.

**Point of Contact**

**Jana Collins '92 (BA)**  
JANACOLLINS@UNCEDU  
@jcollins92

**PHOTOS**  
jcollins@unc.edu

**CONTACT US** THE CAROLINA ALUMNI REVIEW

UNC GENERAL ALUMNI ASSOCIATION  
Contact: (919) 962-8820 ext. 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 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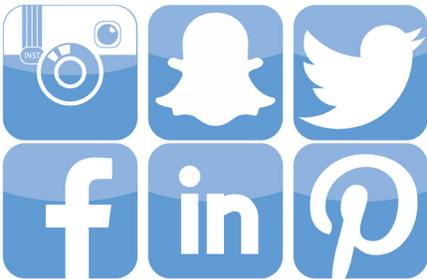
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