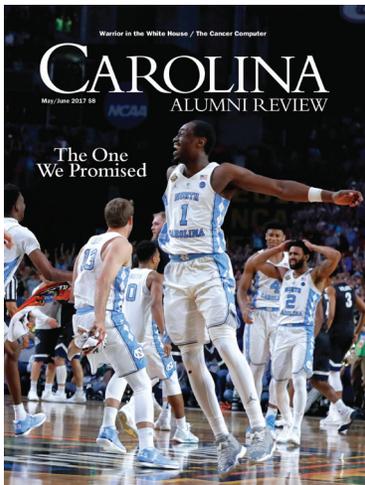
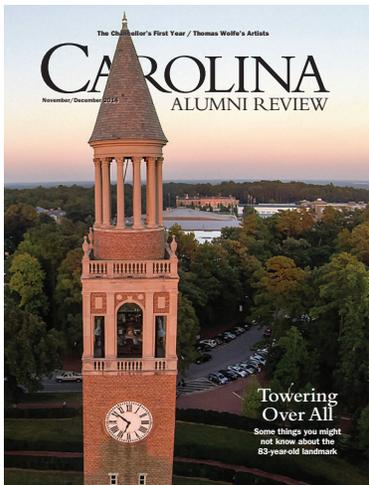
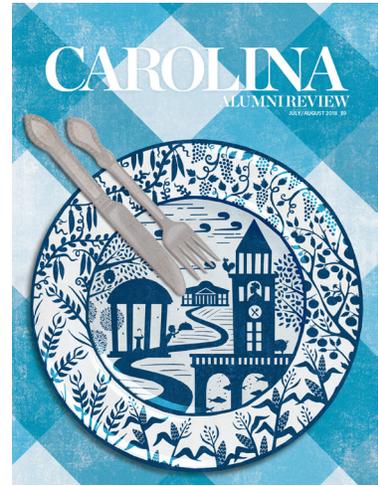
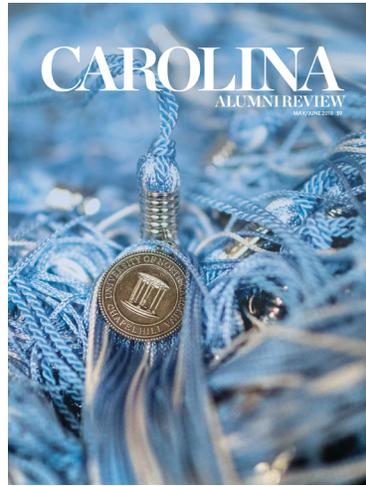
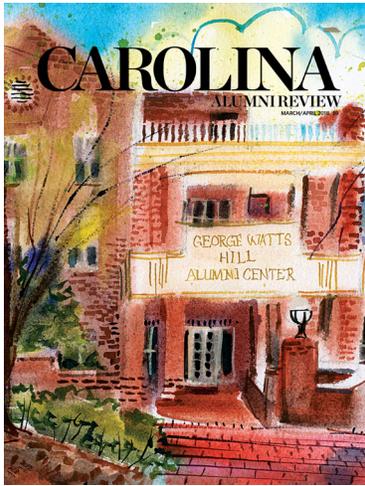
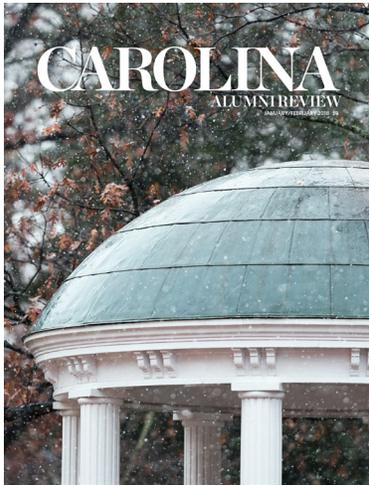


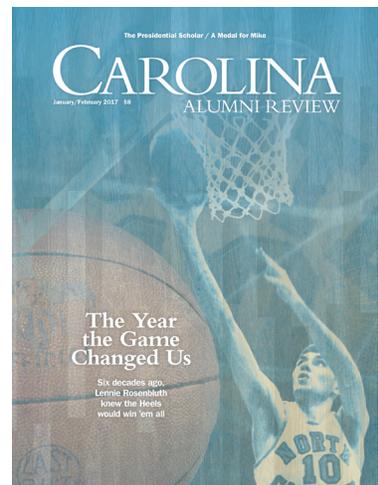
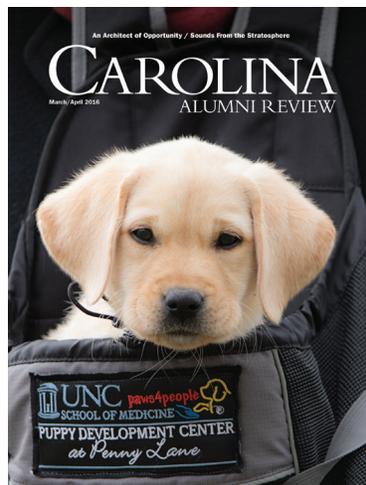
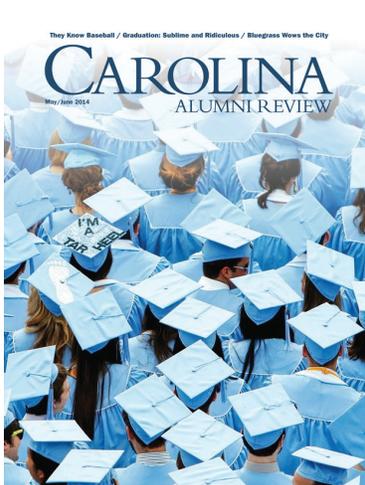
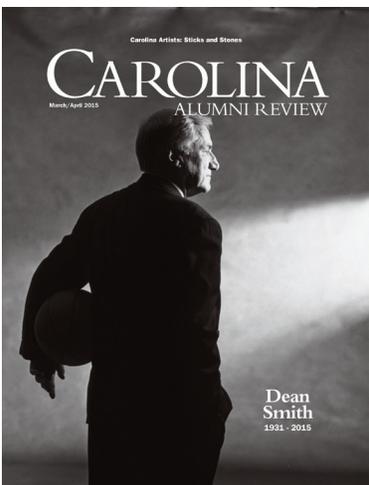
CAROLINA

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

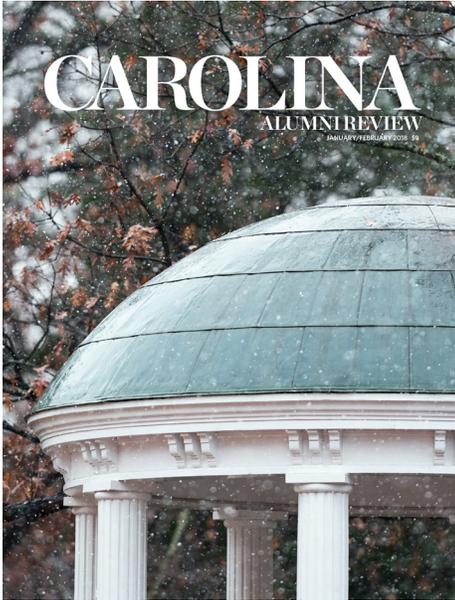
Connecting, informing and engaging alumni and friends of The University of North Carolina is the mission of the UNC General Alumni Association. Advertising has been a part of the *Carolina Alumni Review* since its inception in 1912. Ads are always integrated with editorial content in a 30% to 70% ad-to-editorial ratio making your ad exceptionally visible. Reach alumni through General Alumni Association print and digital advertising, sponsorship and experience packages.

- **6 issues per year** (bimonthly)

CAROLINA	CAROLINA	CAROLINA	CAROLINA	CAROLINA	CAROLINA
JAN/FEB	MAR/APR	MAY/JUNE	JULY/AUG	SEPT/OCT	NOV/DEC
- **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
- **89%** read every issue or most issues of their alumni magazine
- **86%** keep each issue one month or more
- **58%** report the *Review* is their primary source of information about the University
- **73%** spend 30 minutes or more with each issue
- 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.”

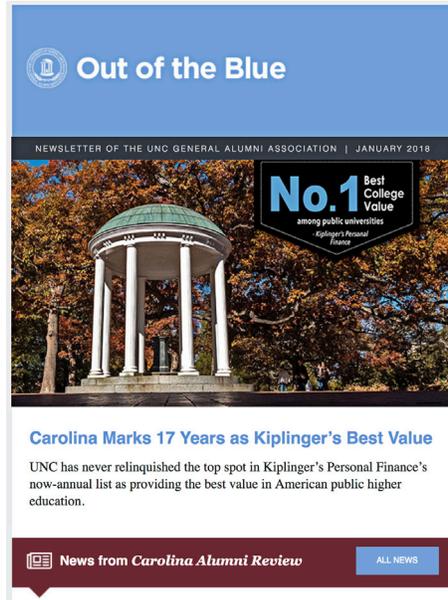
Multi-Channel Marketing



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



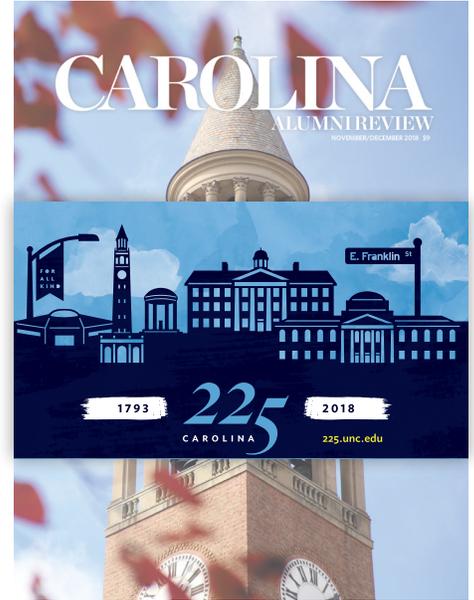
Outreach Events
Partner with us to bring our alumni to you



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/Bellybands
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 ¹	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

¹Reaches 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).

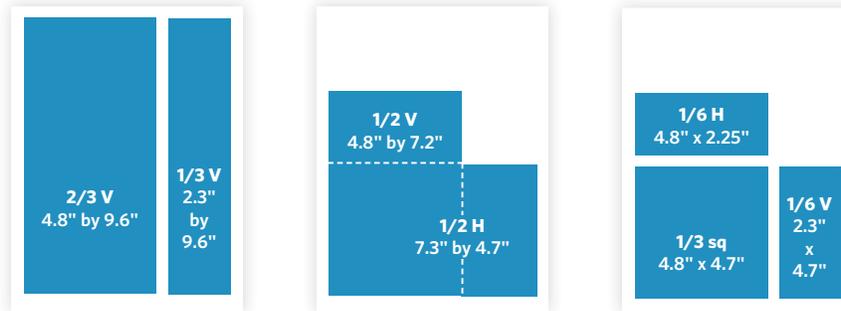
“You guys must be doing something right to have so many people around the country reading the magazine.”

— 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").

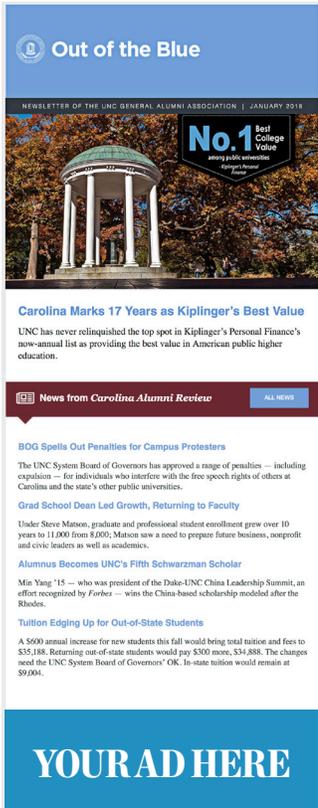
Printing and binding: The Review is printed on a web offset printer and is perfect-bound.

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 or contact us for alternate delivery options.

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

Digital Advertising Rates

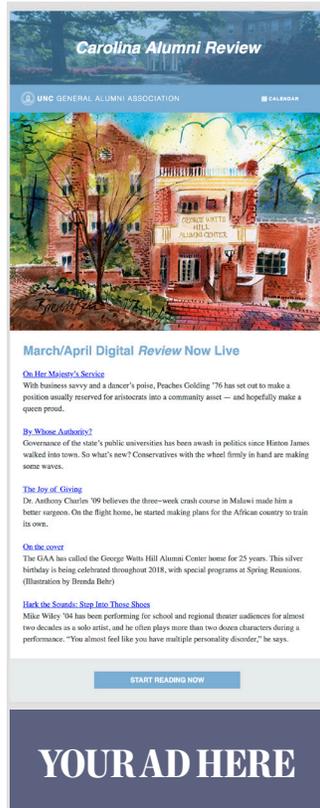


Out of the Blue monthly e-newsletter of the GAA

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 net

Specs: 600 pixels wide by 195 pixels high

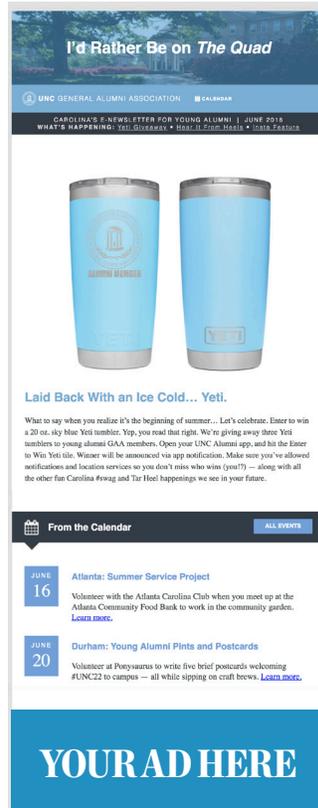


Carolina Alumni Review e-newsletter

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

Rate: \$825 net

Specs: 600 pixels wide by 195 pixels high



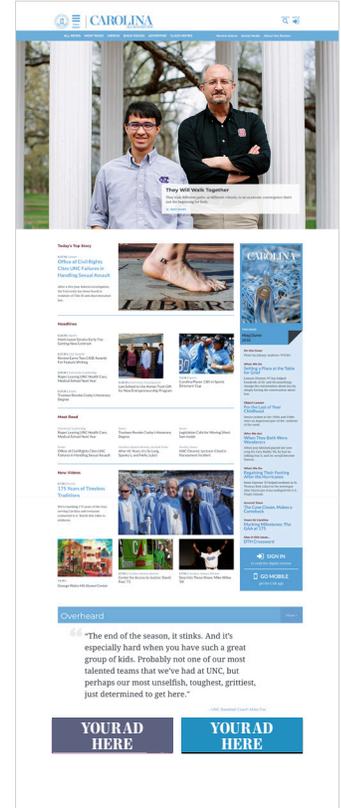
Targeted e-newsletters

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 net

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 net

Specs: 594 pixels wide by 170 pixels high

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

Engagement and Sponsorship Opportunities



Class Reunions
held in May



Football weekend
family tailgate party



Homecoming events,
tailgates and reunions



Carolina Club game-watch parties
throughout the nation (and the world)



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



Experience packages
Partner with us
to bring our alumni to you

“We are definitely seeing responses to our advertisements!”
— Sarah Brown, Morehead Planetarium and Science Center

Questions?

alumni.unc.edu/advertise

Jana Collins '92:
(919) 962-8820
jana_collins@unc.edu



For more information contact Jana Collins '92:

(919) 962-8820

jana_collins@unc.edu

Policies: alumni.unc.edu/advertise

