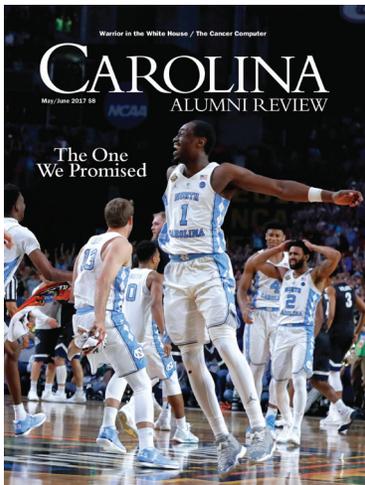
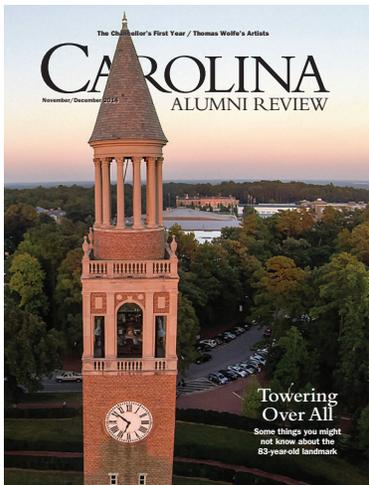
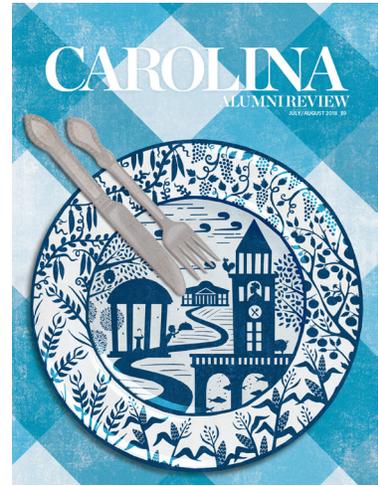
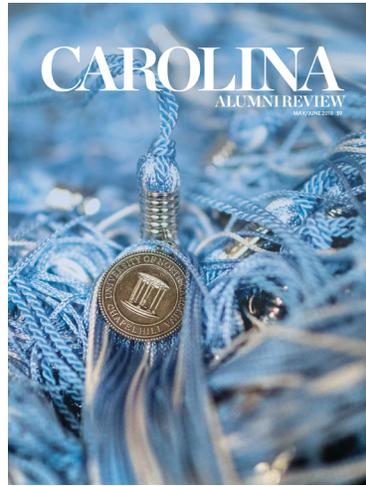
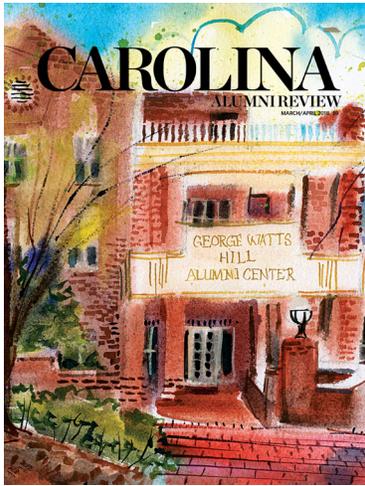
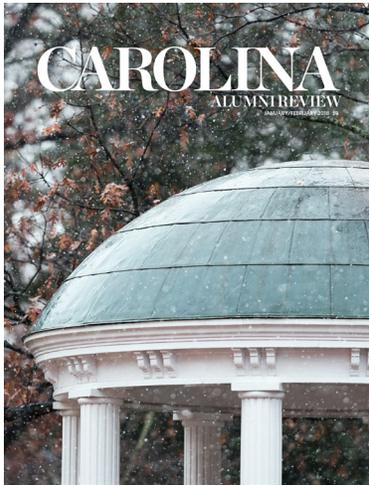


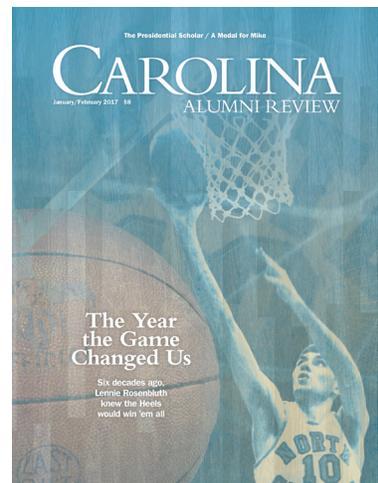
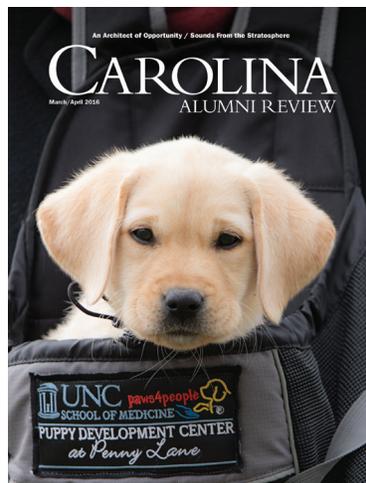
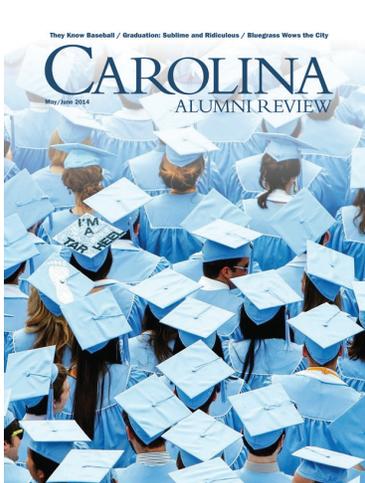
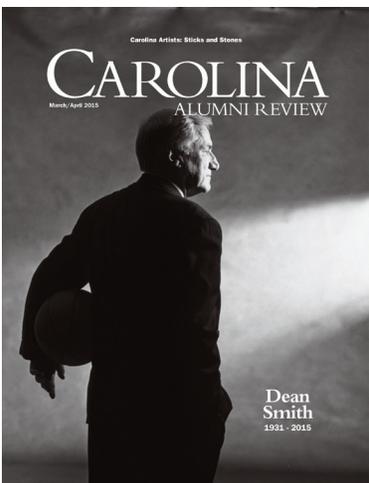
CAROLINA

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

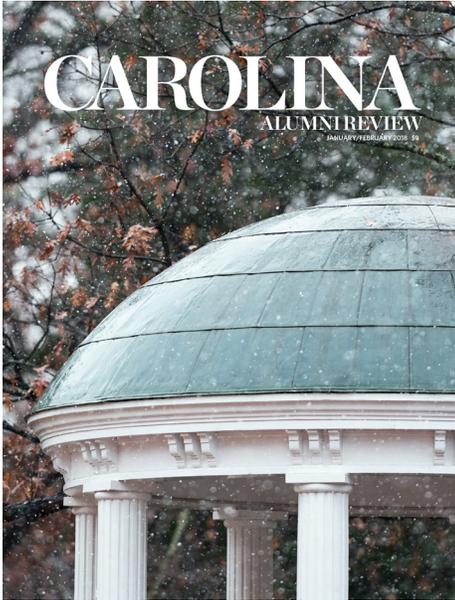
Connecting, informing and engaging alumni and friends of The University of North Carolina is the mission of the UNC General Alumni Association. Advertising has been a part of the *Carolina Alumni Review* since its inception in 1912. Ads are always integrated with editorial content in a 30% to 70% ad-to-editorial 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.”

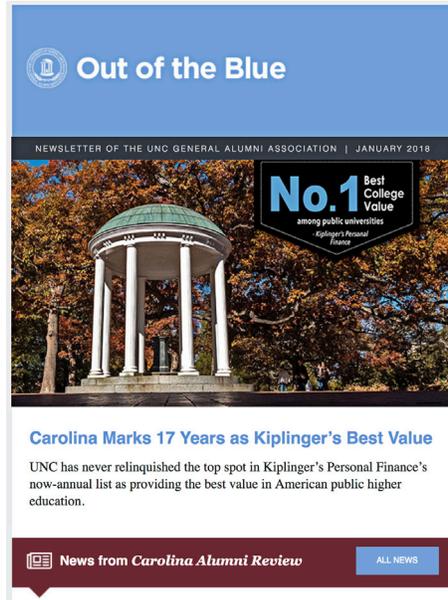
Multi-Channel Marketing



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



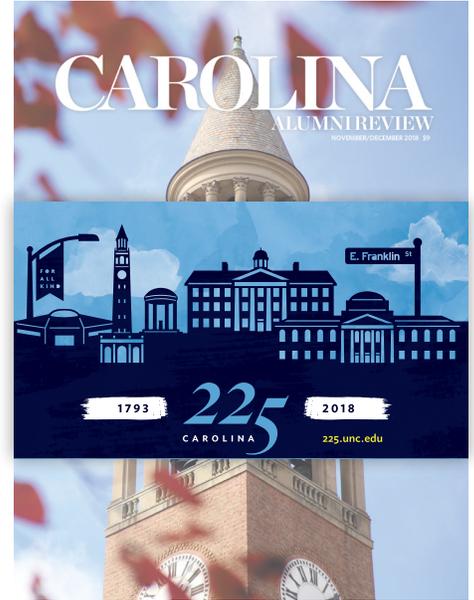
Outreach Events
Partner with us to bring our alumni to you



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. 9	Jan. 16	March 13	March 23
May/June	March 5	March 12	May 2	May 10
July/Aug	May 7	May 14	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).

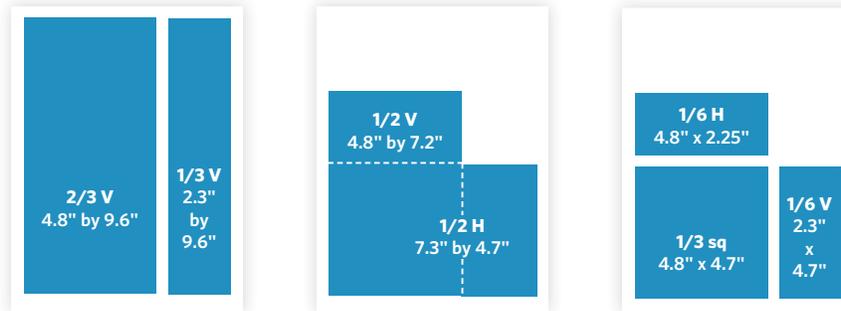
“You guys must be doing something right to have so many people around the country reading the magazine.”

— 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").

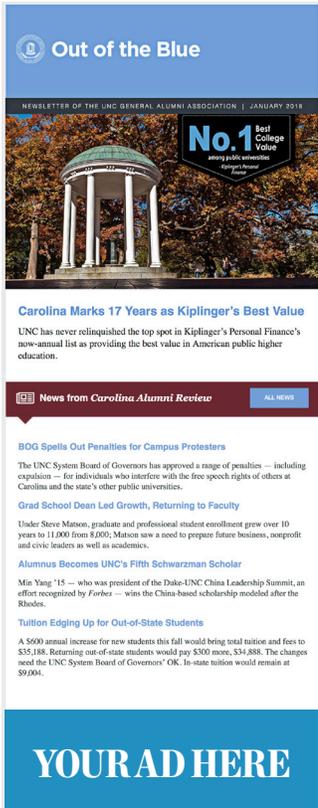
Printing and binding: The Review is printed on a web offset printer and is perfect-bound.

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

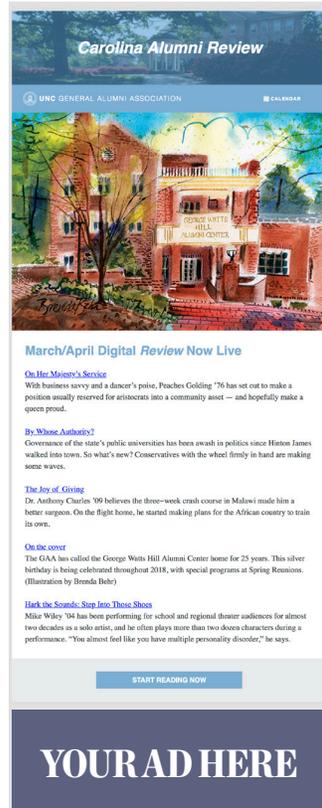


Out of the Blue monthly e-newsletter of the GAA

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



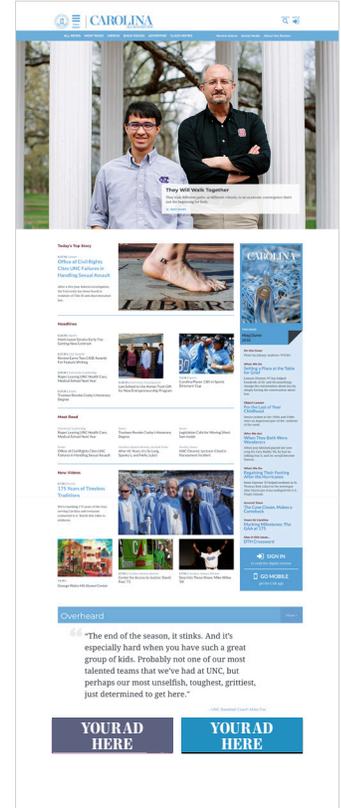
Targeted e-newsletters

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

Restaurant Advertising Rates

The Review offers

DINING AROUND TOWN

A dining section featuring Carolina's best restaurants.

Reach:

- 66,000 alumni members + 4,000 student members
- 3,800 full-time faculty and senior administrators

Rates:

- Base \$200
- 6 issues \$167*

*Sixth ad free. Rates are per insertion.

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

DINING AROUND TOWN

Whether you live around town or are coming back home, check out some of the best dining options in the area.

<p>Ferrington House Inn A Relais and Chateaux Getaway in a Pastoral Setting</p>  <p>2000 FERRINGTON VILLAGE CENTER PITTSBORO, NC 27312 • 919.542.2121 ferrington.com</p>	<p>Lunch • Dinner • Late Night BOGO pizzas after 10pm</p> <p>Brixx wood fired pizza</p> <p>With scratch-made dough, fresh ingredients, 24 craft beers on tap and 14 wines by the glass, we're fired up to craft your cravings.</p> <p>Five Triangle-area locations including 501 MEADOWMONT VILLAGE CIR., CHAPEL HILL • (919) 929-1942 brixxpizza.com</p>
<p>LA RÉSIDENCE CHAPÉL HILL, NC</p> <p>Come back to La Résidence!</p> <p>Newly remodeled and open for casual fine dining with a French flair.</p> <p>202 W. ROSEMARY ST., CHAPEL HILL • (919) 967-2506 laresidencedining.com</p>	<p>CROSSROADS CHAPÉL HILL</p> <p>Authentic • Carolina • Cuisine</p> <p>Experience authentic cuisine where every plate captures the magic of Southern Soul and Carolina Spirit. Relaxed dining inside or under the stars. Free parking at The Carolina Inn.</p> <p>211 PITTSBORO ST., CHAPEL HILL • (919) 918-2777 crossroadscuisine.com</p>
<p>DIP'S THE ORIGINAL FOOD TRUCK</p> <p>Taste of the South</p> <p>Voted favorite BBQ and Southern/Comfort Food! We Cater</p> <p>408 W. ROSEMARY STREET, CHAPEL HILL • (919) 942-5837 mamadips.com</p>	<p>CAROLINA BREWERY EST. 2010</p> <p>You're Never Far from Flavor</p> <p>Visit your local brewery for award-winning craft beer, fresh food, and good times. Alumni owned and operated for over 20 years.</p> <p>460 WEST FRANKLIN ST., CHAPEL HILL • 919.942.1800 120 LOWES DR. SUITE 100, PITTSBORO • 919.545.2330 carolinabrewery.com</p>
<p>The Carolina Club</p> <p>The Carolina Club, a private dining and social club, has become a home for its members since 1993. Join us for Carolina Casual and Celebration Dining, Football Tailgates, Business Meetings and more.</p> <p>GEORGE WATTS HILL ALUMNI CENTER, STADIUM DRIVE AT RIDGE RD., CHAPEL HILL • (919) 962-1101 carolina-club.com</p>	<p>BIN FIFTY-FOUR RESTAURANT & BAR</p> <p>Top 100 Steakhouses in America ...and "Best Fine Dining in the Triangle" Open Table Awards</p> <p>GLENN LENOX SHOPPING CENTER 1201-M RALEIGH RD., CHAPEL HILL • (919) 969-1155 bin54chapelhill.com</p>

THE HILL | AROUND TOWN

Napoli Parks Its Kitchen, Settles Into Cafe



At first glance, a diner might expect that the big red food truck with a picture of pizza covering the cab has pulled up next to Napoli Gelateria & Cafe to stock up for the road. But it's the other way around: The food truck is supplying the restaurant.

"The trucks is our kitchen, while the patio and cafe are our dining room and ordering station," said Gael Chatelein, owner with his wife, Sonja Komaroz Chatelein '85. Order inside for coffee, tea, wine, local craft beers and Belgian waffles made in house and for Neapolitan pizza made outside in the truck. Then just sit, and the staff will bring your order. Gael Chatelein said, "unless you want to see the wood-fired oven in the truck and see it work, which a lot of people do."

only one of a few places in the Triangle that make it from scratch, from milk, cream and eggs," Chatelein said. "A lot of places will order a mix for it. We got Italian gelato equipment and taught ourselves how to make it."

Before they parked in Carboro, the Chateleins were well-traveled. Gael grew up partly in Hillsborough and attended N.C. State. Sonja grew up in Chapel Hill and went to UNC. After college, they saved for six months, then traveled Southeast Asia and Africa on motorcycles.

In 2008, they settled in Mali in West Africa and opened a guesthouse, where they learned to make their own ice cream and built a wood-fired pizza oven. They

returned to Chapel Hill in 2012. "We were ready to start a family and kind of settle down," Chatelein said.

In 2014, the couple bought a delivery van, built a wood-fired oven to go inside it, and Napoli was born, as a food truck often parked near Harris Teeter in Carboro. Last fall, they settled in the Main Street building, parked the van in the adjacent lot and bought a second van for catering.

Now that Napoli has expanded beyond the food truck, its menu will grow as well. "Everything will be cooked in the wood-fired oven, but it won't just be pizza," Chatelein said.

105 Main St., Carboro
napolicarboro.com

Mad Hatter's Comes to UNC

Napoli adheres to Neapolitan tradition, with flour and tomatoes from Naples, hand-stretching the dough and wood-firing the pies at 900 degrees so they cook in under 2 minutes. The cafe aims for authenticity with its gelato as well, making it at the Piedmont Food and Agricultural Processing Center in Hillsborough. "We're

Mad Hatter's Cafe is replacing Express Oasis in the first floor of Brinkhouse Ballist, a UNC School of Medicine building. Owners Fids and Robert Ghanem will offer a smaller version of their Mad Hatter's Cafe & Bakeshop, located at the corner of Main and Broad streets in Durham near Duke University since 1992. The UNC version will serve coffees, pastries, desserts, salads, paninis, made-to-order crepes and more, all made from scratch. "We are so fortunate to be able to go to UNC," Fida Ghanem said. "We have a son who goes to UNC. Our relationship with UNC is very strong."

160 Medical Drive, madhatterbakeshop.com

Departures and Transitions

CrossTies Bistro & Beer Garden, situated in the former Carboro Railway Station, has closed. Owner Drewe Moore wrote on the restaurant's Facebook page that he wanted to carve out more time for his family. Moore also owns The Station (beside CrossTies), Venable Bistro and B-Side Lounge in Carboro, which will absorb some of the CrossTies staff, he said.

Asia Cafe, a fixture for more than four decades on East Franklin Street, closed after family members of the daughter running the restaurant decided they would like her to come home to New York to help run their businesses there, said Michael DePersia of National Restaurant Properties. The space will transition from Chinese to Indian, as the business was bought by Ravi Gaddredy of Curry Point Express in Research Triangle Park.

The new restaurant will open after remodeling and repairs, DePersia said. Wraps, salads, biryanis and kabobs, plus some Asia Cafe favorites, will be on the menu. 108 E. Franklin St., currypointexpress.com. ■ Milltown, 307 E. Main St., Carboro, closed after service on Memorial Day, having held down the spot since 2006. The owners, brothers Josh and Drew Wittman '88, announced the closing on Milltown's Facebook page.

Milltown served wide-ranging pub and bistrot-style food as well as 18 draft beers from around the world and 150 more brands in bottles. "Although we were still doing great numbers on certain weeks during certain months, things were just too up and down and not predictable enough to keep things breaking even, let alone make a small profit," Josh Wittman wrote in an email.

Chocolaty Confections closed its stall in Blue Dogwood Public Market on West Franklin Street in June. In an email to patrons, the owners said they plan to sell at farmers markets and other retail settings in the Triangle. Confections will continue catering and filling custom orders.

Chocolaty Confections closed — Laura Toler '76

Celebrate at Ferrington
weddings, anniversaries, and gatherings of all kinds!



919-542-4000 | www.ferrington.com

DINING AROUND TOWN
Whether you live around town or are coming back home, check out some of the best dining options in the area.

<p>BIN FIFTY-FOUR</p> <p>Top 100 Steakhouses in America ...and "Best Fine Dining in the Triangle" Open Table Awards</p> <p>GLENN LENOX SHOPPING CENTER 1201-M RALEIGH RD., CHAPEL HILL • (919) 969-1155 bin54chapelhill.com</p>	<p>LA RÉSIDENCE</p> <p>Casual dining with a French flair Now serving small bites at the bar and all-weather patio.</p> <p>202 W. ROSEMARY ST., CHAPEL HILL • (919) 967-2506 laresidencedining.com</p>
<p>CAROLINA BREWERY</p> <p>You're Never Far from Flavor Visit your local brewery for award-winning craft beer, fresh food, and good times. Alumni owned and operated for over 20 years.</p> <p>460 WEST FRANKLIN ST., CHAPEL HILL • 919.942.1800 120 LOWES DR. SUITE 100, PITTSBORO • 919.545.2330 carolinabrewery.com</p>	<p>Brixx</p> <p>Lunch • Dinner • Late Night BOGO pizzas after 10pm</p> <p>With scratch-made dough, fresh ingredients, 24 craft beers on tap and 14 wines by the glass, we're fired up to craft your cravings.</p> <p>Five Triangle-area locations including 501 MEADOWMONT VILLAGE CIR., CHAPEL HILL • (919) 929-1942 brixxpizza.com</p>
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<p>CROSSROADS</p> <p>Authentic Carolina Cuisine</p> <p>Experience authentic cuisine where every plate captures the magic of Southern Soul and Carolina Spirit. Relaxed dining inside or under the stars. Free parking at The Carolina Inn.</p> <p>211 PITTSBORO ST., CHAPEL HILL • (919) 918-2777 crossroadscuisine.com</p>	<p>The Carolina Club</p> <p>The Carolina Club, a private dining and social club, has become a home for its members since 1993. Join us for Carolina Casual and Celebration Dining, Football Tailgates, Business Meetings and more.</p> <p>GEORGE WATTS HILL ALUMNI CENTER STADIUM DRIVE AT RIDGE RD., CHAPEL HILL • (919) 962-1101 carolina-club.com</p>

For more information contact Jana Collins '92:

(919) 962-8820

jana_collins@unc.edu

Policies: alumni.unc.edu/advertise

