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)
- 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: 58
- 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

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

Zoned Inserts/Bellybands
Target your market by demographics

Outreach Events
Partner with us to bring our alumni to you

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

Social Media
Reach 105,000+ alumni and friends across six platforms

Homecoming Sponsorship
Capture the attention of Tar Heels
**Display Advertising Rates**

<table>
<thead>
<tr>
<th>Ad size</th>
<th>1 Issue</th>
<th>4 Issues</th>
<th>6 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Covers</td>
<td>$5,145</td>
<td>$4,290</td>
<td>$3,960</td>
</tr>
<tr>
<td>Two-page spread</td>
<td>$8,232</td>
<td>$5,818</td>
<td>$5,345</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,440</td>
<td>$3,710</td>
<td>$3,410</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,125</td>
<td>$2,660</td>
<td>$2,570</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,655</td>
<td>$2,215</td>
<td>$2,050</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,300</td>
<td>$1,955</td>
<td>$1,765</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,510</td>
<td>$1,265</td>
<td>$1,175</td>
</tr>
<tr>
<td>1/6 Page B&amp;W</td>
<td>$675</td>
<td>$560</td>
<td>$510</td>
</tr>
</tbody>
</table>

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 Carolina Alumni members are eligible for a 10% discount.

**Deadlines**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reserve Space</th>
<th>Ad Artwork</th>
<th>Digital Ed. Emailed</th>
<th>Print Ed. Mailed**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb*</td>
<td>Nov. 2</td>
<td>Nov. 9</td>
<td>Jan. 15</td>
<td>Jan. 21</td>
</tr>
<tr>
<td>March/April**</td>
<td>Jan. 4</td>
<td>Jan. 11</td>
<td>March 10</td>
<td>March 16</td>
</tr>
<tr>
<td>May/June</td>
<td>July 9</td>
<td>May 16</td>
<td>July 14</td>
<td>July 19</td>
</tr>
<tr>
<td>July/Aug</td>
<td>July 10</td>
<td>July 17</td>
<td>Sept. 15</td>
<td>Sept. 20</td>
</tr>
<tr>
<td>Sept/Oct</td>
<td>Sept. 7</td>
<td>Sept. 14</td>
<td>Nov. 10</td>
<td>Nov. 17</td>
</tr>
<tr>
<td>Nov/Dec*</td>
<td></td>
<td></td>
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</tbody>
</table>

*Reaches Carolina Alumni student members.
**Enters postal stream
Reaches all N.C. high school guidance counselors & librarians

**Double-check ad sizes before preparing files.**

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**Display Ad Dimensions**

- Full pages, with bleed: 8.75” x 11.375”
- Trim size: 7.3” x 9.6”
- Live area for text: 7.3” x 9.6”

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**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 link:** 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. BW ads: Convert photos to grayscale mode. Avoid very heavy ink coverage. Colors on 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.**

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

— David Bruce Post
Digital Advertising Rates

Submissions should be 72 DPI. We accept these file types: JPEG, PNG and GIF. Web takeover ad dimensions: 794 pixels wide by 170 pixels high. Your banner ad image links directly to your preferred landing page and can be either single static, animated GIF or multiple rotating. E-newsletter ad dimensions: 600 pixels wide by 195 pixels high. Your banner ad can be single static or animated when submitted as a GIF and should be less than 500KB.

**Out of the Blue**

- **Carolina Alumni e-newsletter**
  - Reach: 66,000 Carolina Alumni members monthly with the email that delivers all magazine content digitally, from the issue launch email every other month to feature stories and covered highlights in between.
  - **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)
  - Beyond the Stone Walls reaches alumni in the Triangle and well beyond (minimum audience of 90,000)
  - **Rate:** $75 net
  - **Specs:** 600 pixels wide by 195 pixels high

**Carolina Alumni website: alumni.unc.edu**

- Rotating ad on high-traffic web pages. Average monthly pageviews is 100,000.
  - **Rate:** $475 net
  - **Specs:** 600 pixels wide by 195 pixels high

**Does your ad need to be placed online or in print?**

**Display Classifieds**

- All orders must be pre-paid.

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

### Rates

<table>
<thead>
<tr>
<th></th>
<th>1x Rate</th>
<th>6x Contract Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line Rates</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>

*Column measures 2.2 inches. Standard point size for body text is 8.75.

### Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>Nov. 23</td>
</tr>
<tr>
<td>March/April</td>
<td>Jan. 23</td>
</tr>
<tr>
<td>May/June</td>
<td>Mar. 26</td>
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<tr>
<td>July/Aug</td>
<td>May 28</td>
</tr>
<tr>
<td>Sept/Oct</td>
<td>July 30</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>Sept. 24</td>
</tr>
</tbody>
</table>

Visit alumni.unc.edu/classifieds. Call (919) 962-8820 or email jana.collins@unc.edu.
All orders must be pre-paid.

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

— Keith McClelland

“**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
Engagement and Sponsorship Opportunities

Including virtual gatherings and events

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 105,000+ alumni and friends
across six platforms

Experience packages
Partner with us
to bring our alumni to you

“...long-forgotten memories rekindled by the article ... I think it shows how the Review continues to keep all us Tar Heels connected to our time in Chapel Hill, and how much we readers enjoy it.”

— George Butcher ’77
For more information contact Jana Collins ’92:
(919) 962-8820
jana_collins@unc.edu

Policies: alumni.unc.edu/advertise