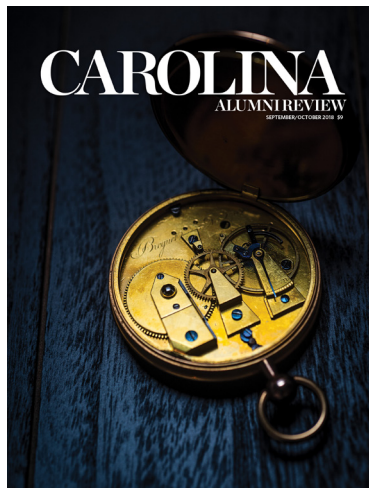
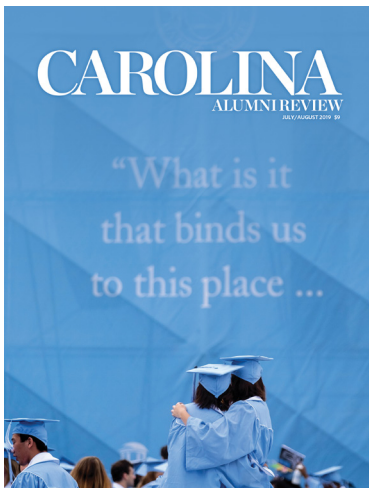
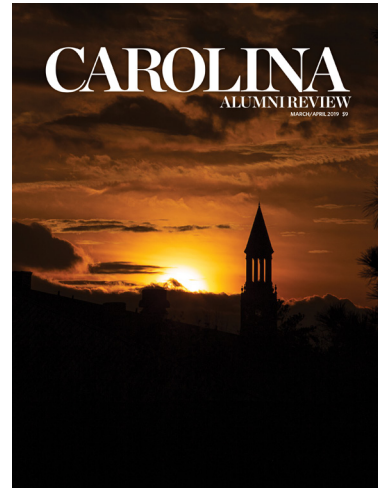
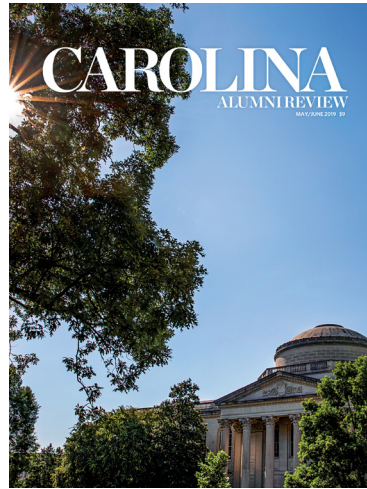
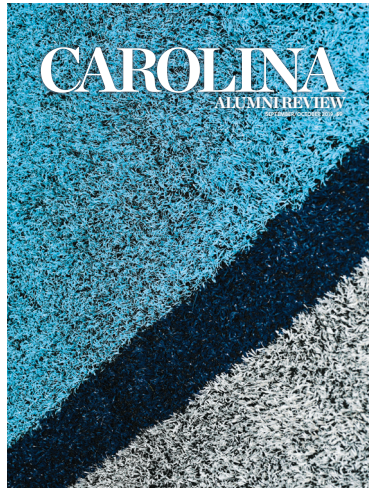


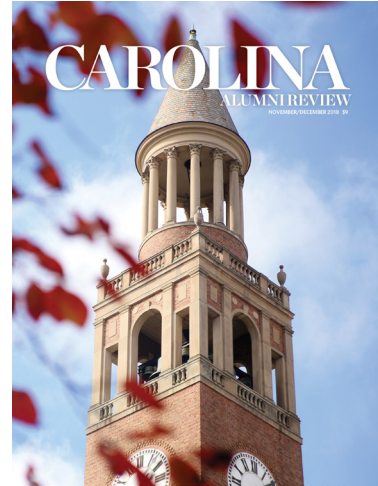
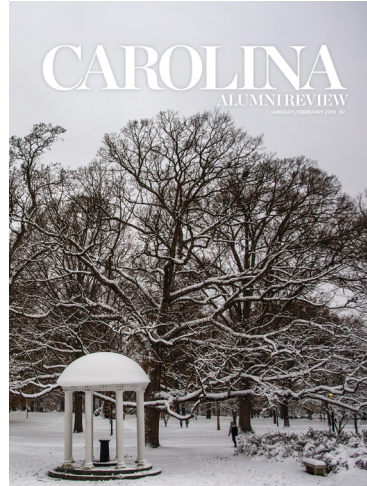
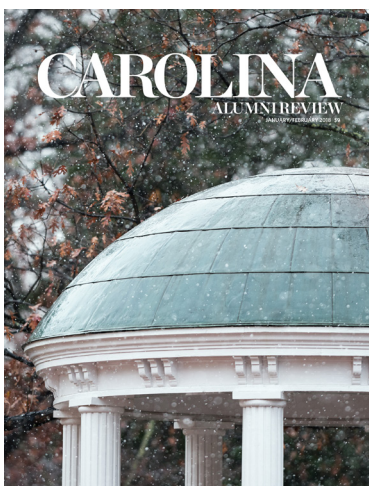
CAROLINA

ALUMNI REVIEW



- **66,000** copies mailed and digitally delivered
- **105,000+** social media followers on 6 platforms
- **100,000** 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)



● **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

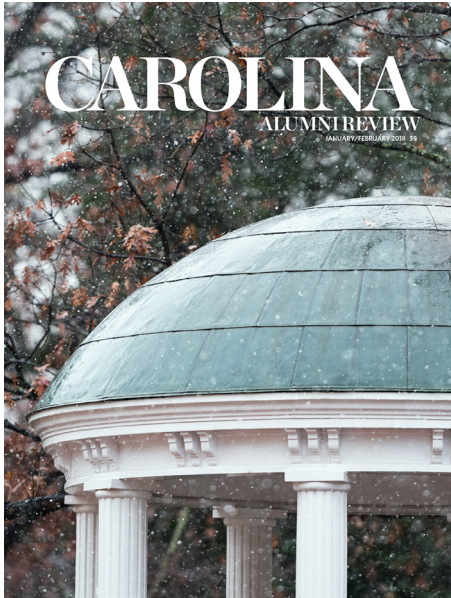
● Average HHI: **\$150,000**

● **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.”

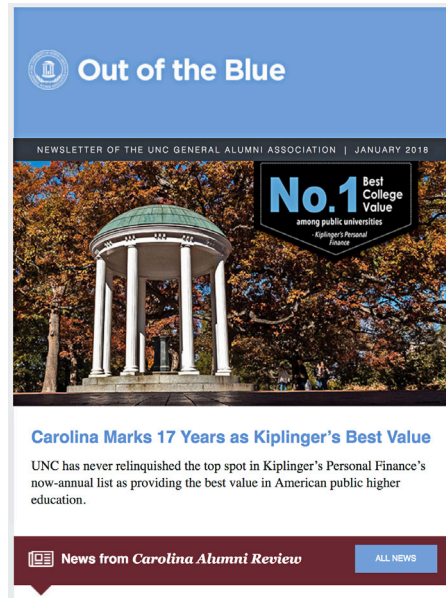
Multi-Channel Marketing



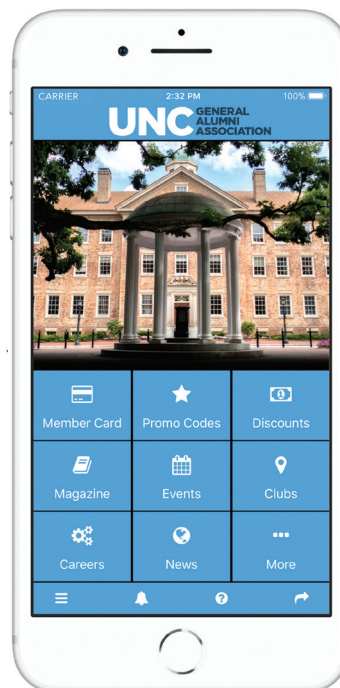
Bimonthly Alumni Magazine
66,000 alumni and 3,800 faculty and senior staff, and 1,500 students read, share, display and keep the *Review*



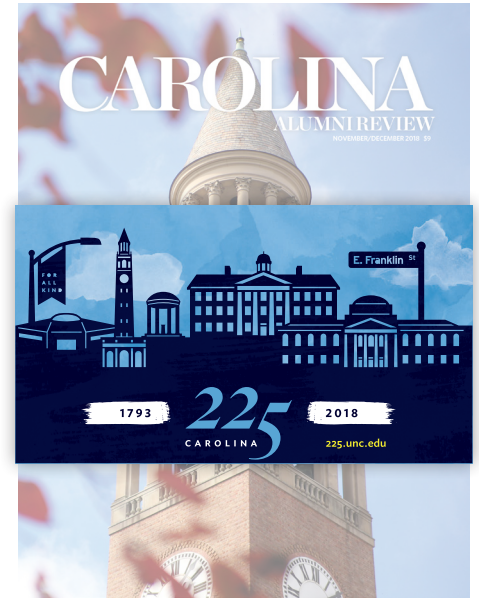
Outreach Events
Partner with us to bring our alumni to you



Monthly E-newsletters
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 105,000+ alumni and friends across six platforms



Homecoming Sponsorship
Capture the attention of Tar Heels

Display Advertising Rates

Ad size	1 Issue	4 Issues	6 Issues
Inside Covers	\$5,145	\$4,290	\$3,960
Two-page spread	\$8,232	\$5,818	\$5,345
Full Page	\$4,440	\$3,710	\$3,410
2/3 Page	\$3,325	\$2,660	\$2,570
1/2 Page	\$2,655	\$2,215	\$2,050
1/3 Page	\$2,300	\$1,915	\$1,765
1/6 Page	\$1,510	\$1,265	\$1,175
1/6 Page B&W	\$675	\$560	\$510

Rates are per insertion and include three ad exposure touchpoints:

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

Deadlines

Issue	Reserve Space	Ad Artwork	Digital Ed. Emailed	Print Ed. Mailed**
Jan/Feb*	Nov. 1	Nov. 8	Jan. 15	Jan. 21
March/April* ¹	Jan. 4	Jan. 11	March 10	March 16
May/June	March 7	March 14	May 6	May 12
July/Aug	May 9	May 16	July 14	July 19
Sept/Oct	July 11	July 18	Sept. 15	Sept. 20
Nov/Dec*	Sept. 5	Sept. 12	Nov. 10	Nov. 17

*Reaches Carolina Alumni 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 Carolina Alumni members are eligible for a 10% discount.

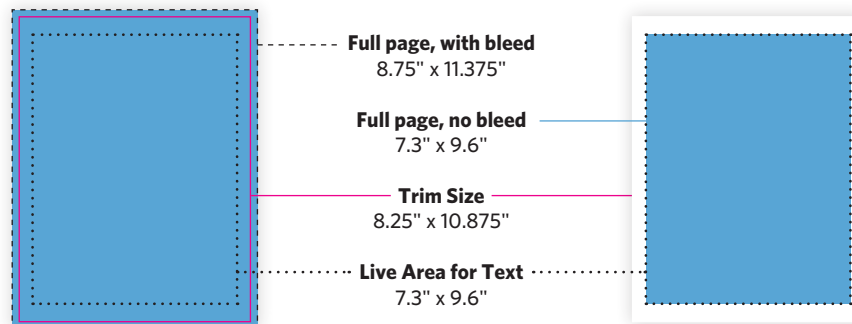
Payment

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).

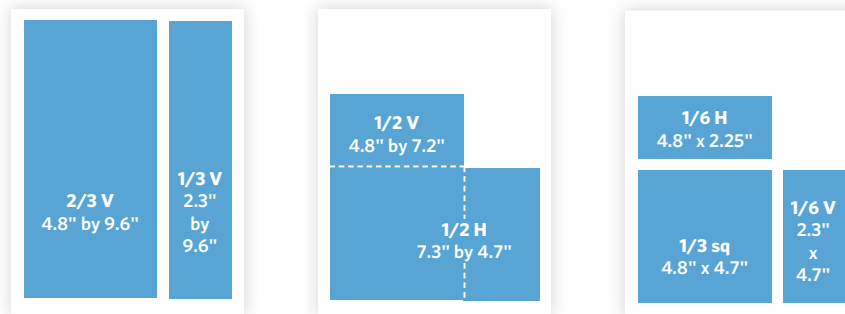
“You guys must be doing something right to have so many people around the country reading the magazine.”

— 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

Submissions should be 72 DPI. We accept these file types: JPEG, PNG and GIF. ■ **Web takeover ad dimensions: 594 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 submitting a GIF and should be less than 500KB.

Out of the Blue

NEWSLETTER OF THE UNC GENERAL ALUMNI ASSOCIATION | JANUARY 2018

No. 1 Best College Value

Carolina Marks 17 Years as Kiplinger's Best Value

UNC has never relinquished the top spot in Kiplinger's Personal Finance's new-annual list as providing the best value in American public higher education.

News from Carolina Alumni Review

BOG Spells Out Penalties for Campus Protesters

The UNC System Board of Governors has approved a range of penalties — including expulsion — for individuals who interfere with the free speech rights of others at Carolina and the state's other public universities.

Grad School Dean Led Growth, Returning to Faculty

Under Steve Mason, graduate and professional student enrollment grew over 10 years to 11,000 from 9,000. Mason saw a need to prepare future business, nonprofit and civic leaders as well as academics.

Alumnus Becomes UNC's Fifth Schwarzman Scholar

Min Yang '15 — who was president of the Duke-UNC China Leadership Summit, an effort recognized by *Forbes* — wins the China-based scholarship modeled after the Rhodes.

Tuition Edging Up for Out-of-State Students

A \$600 annual increase for new students this fall would bring total tuition and fees to \$35,108. Returning out-of-state students would pay \$300 more, \$34,888. The changes need the UNC System Board of Governors' OK. In-state tuition would remain at \$9,004.

YOUR AD HERE

Out of the Blue monthly Carolina Alumni e-newsletter 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 our website where alumni can read more.

Rate: \$950 net

Specs: 600 pixels wide by 195 pixels high

Carolina Alumni Review

UNC GENERAL ALUMNI ASSOCIATION

March/April Digital Review Now Live

On Her Mission's Service

With business savvy and a dancer's poise, Peaches Golding '76 has set out to make a position usually reserved for aristocrats into a community asset — and hopefully make a queen proud.

By Whose Authority?

Governance of the state's public universities has been awash in politics since Hiram James walked into town. So what's new? Conservatives with the wheel firmly in hand are making some waves.

The Joy of Chorus

Dr. Anthony Charles '90 believes the three-week crash course in Malawi made him a better surgeon. On the flight home, he started making plans for the African country to train its own.

On the cover

The GAA has called the George Wats Hill Alumni Center home for 25 years. This silver birthday is being celebrated throughout 2018, with special programs at Spring Reunions. (Illustration by Brenda Bider)

Link the Sounds, Sing Into Those Shoes

Miss Wiley '94 has been performing for school and regional theater audiences for almost two decades as a solo artist, and he often plays more than two dozen characters during a performance. "You almost feel like you have multiple personality disorder," he says.

START READING NOW

YOUR AD HERE

Carolina Alumni Review 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 coveted highlights in between.

Rate: \$825 net

Specs: 600 pixels wide by 195 pixels high

I'd Rather Be on The Quad

UNC GENERAL ALUMNI ASSOCIATION

CAROLINA'S E-NEWSLETTER FOR YOUNG ALUMNI | JUNE 2018

WHAT'S HAPPENING: TALK-TO-BREW • LARLILLOUT • BEAR FRAUDS

Laid Back With an Ice Cold... Yeti.

What to say when you realize it's the beginning of summer... Let's celebrate. Enter to win a 20 oz. sky blue Yeti tumbler. Yep, you read that right. We're giving away three Yeti tumblers to young alumni GAA members. Open your UNC Alumni app, and hit the Enter to Win Yeti tile. Winner will be announced via app notification. Make sure you've allowed notifications and location services so you don't miss who wins (you?) — along with all the other fun Carolina Rowing and Tar Heel happenings we see in your future.

From the Calendar

JUNE 16 Atlanta: Summer Service Project

Volunteer with the Atlanta Carolina Club when you meet up at the Atlanta Community Food Bank to work in the community garden. [Learn more.](#)

JUNE 20 Durham: Young Alumni Pints and Postcards

Volunteer at Pintsquares to write five brief postcards welcoming JUNC22 to campus — all while sipping on craft brews. [Learn more.](#)

ALL EVENTS

YOUR AD HERE

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: \$475 net

Specs: 600 pixels wide by 195 pixels high

CAROLINA ALUMNI ASSOCIATION

They Walk With Us Together

Overheard

"The end of the season, it stinks. And it's especially hard when you have such a great group of kids. Probably not one of our most talented teams that we've had at UNC, but perhaps our most unselfish, toughest, grittiest, just determined to get here."

YOUR AD HERE **YOUR AD HERE**

Carolina Alumni website: alumni.unc.edu Rotating ad on high-traffic web pages. Average monthly pageviews is 100,000.

Rate: \$300 net

Take over all of the website ads: \$950/month

Specs: 600 pixels wide by 195 pixels high

"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](https://alumni.unc.edu/advertise)



**Carolina
Alumni**