



ATHENS STATE UNIVERSITY
THE COLUMN
ALUMNI & FRIENDS MAGAZINE
ADVERTISING GUIDE

GENERAL POLICY

Athens State University may request any necessary corrections in spelling, grammar, punctuation, sentence structure, and writing style. Only well-designed ads will be accepted. Web addresses used in ads must be accessible when the artwork is submitted.

If artwork is not received by the stated deadline, or an ad is canceled after confirmation of space, the advertiser will be billed for half of the cost of the contracted space rate.

All advertisers will receive a proof of ad before publishing.

CLOSING DATES

The Column Magazine is published bi-annually in Summer (June) and Winter (December).

Issue	Space Reservation Deadline	Artwork Due	Magazine Publishes
Summer	April 1	April 15	Beginning of June
Winter	October 1	October 15	Beginning of December

When a closing date falls on a weekend or holiday, the deadline will be extended to the next business day. If allotted advertising pages are filled before the space deadline, no additional reservations will be taken. Advertisers can be placed on a waiting list in the event ad space becomes available.

CIRCULATION

Distributed to alumni, donors, and friends of Athens State University.

Total approximate circulation: 40,000

SPACE RESERVATIONS

To place an ad in *The Column Magazine*, contact Brandy Conway, Senior Philanthropy Officer, at 256-233-8190 or email brandy.conway@athens.edu. Athens State University and the Athens State University Foundation reserve the right to refuse advertisers or advertising content that violate University policies or may be deemed offensive, illegal, or otherwise inconsistent with the goals of providing meaningful content to alumni and friends of Athens State University. No classified, political, liquor, gambling, or tobacco ads will be accepted. To view the University's policies please visit: www.athens.edu/about/governance-policies

ADVERTISING PLACEMENT AND RATES

Inside front cover	\$2,500/\$4,000*
Inside back cover	\$2,000/\$3,500*
Full page.....	\$1,500/\$2,750*
1/2 page.....	\$1,000/\$1,750*
1/3 page.....	\$500/875*

*Discount for advertising in both issues.

AD PAGE DIMENSIONS

Inside front cover and inside back cover with bleed.....	8.375" x 10.875"
Full page with bleed.....	8.375" x 10.875"
1/2 page.....	8.375" x 5.4375"
1/3 page (horizontal).....	4.675" x 4.675"
1/3 page (vertical).....	2.80" x 10.875"

Live area and trim size is 7.375" x 9.875" for full page, inside front cover, and inside back cover.

Please include a quarter-inch bleed on all ads, regardless of size.

REQUIRED FORMAT

A print-ready (press-ready) PDF with all screen and printer fonts embedded and graphics embedded, which outputs at 300 dpi or higher.

BLEEDS

Provided on covers and full pages at no extra charge.

LICENSING

All ads for items bearing the Athens State University logo or branding must be licensed and approved through the marketing and communications department.



ATHENS STATE UNIVERSITY
THE COLUMN
ALUMNI & FRIENDS MAGAZINE
ADVERTISING AGREEMENT

Client _____

Advertising Agency _____

Address _____

Phone _____

Website _____

Email _____

Size

- Full page bleed
- 1/2 page
- 1/3 page vertical
- 1/3 page horizontal

Position

- Inside front cover
- Inside back cover
- Inside

Reserved for

- Spring ____ (year)
- Winter ____ (year)

Product to be advertised _____

Special Instructions _____

Please read and sign to verify the above information is correct.

Email to Brandy Conway brandy.conway@athens.edu

or mail to: Athens State University, ATTN: Brandy Conway, 300 N. Beaty St., Athens, AL 35611

I have read and completed the previous information as requested by Athens State University.

I am authorized to buy advertising space and confirm the above details.

Signature _____ **Date** _____

University Representative Signature _____ **Date** _____



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Client _____

Advertising Agency _____

Address _____

Phone _____

Website _____

Email _____

Please select the following options:

	SIZE		POSITION		FREQUENCY		DATES
<input type="radio"/>	Full page bleed	<input type="radio"/>	Inside front cover	<input type="radio"/>	1x	<input type="radio"/>	Spring _____
<input type="radio"/>	1/2 page	<input type="radio"/>	Inside back cover	<input type="radio"/>	2x	<input type="radio"/>	Winter _____
<input type="radio"/>	1/3 page vertical	<input type="radio"/>	Inside				
<input type="radio"/>	1/3 page horizontal						

Checklist for submission of Ads

- The artwork is a PDF file.
- The format of my file is CMYK.
- If my ad has a bleed, the text will fit within the live area of the page.
- All artwork and fonts are embedded in the file.
- The images in the ad are saved at 300 DPI or greater to ensure quality resolution.

Please read and sign to verify the above information is correct.

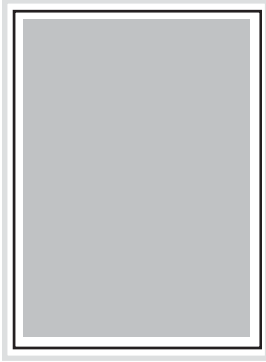
I have read and completed the information above and confirm that all the information is correct and the mechanical specifications required by Athens State University *The Column Magazine* have been met.

Signature _____ Date _____

University Representative Signature _____ Date _____

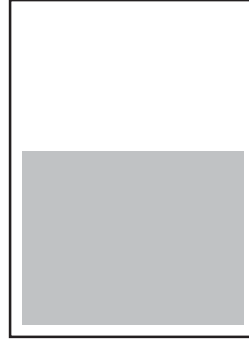


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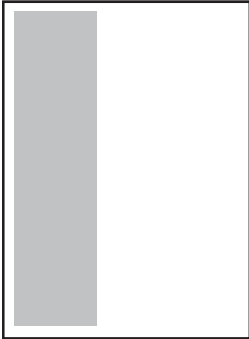


Full page bleed
8.375" x 10.875"

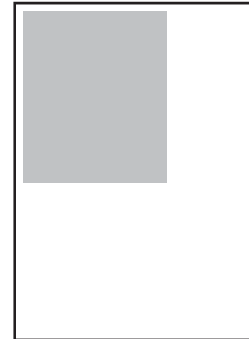
Live area is
7.375" x 9.875"



1/2 page
8.375" x 5.4375"



1/3 page
Vertical
2.80" x 10.875"



1/3 page
Horizontal
4.675" x 4.675"



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ADVERTISING DEMOGRAPHICS

BY AFFILIATION

Graduates	33,000
Non-Graduates	9,700
Friends	700

BY LOCATION

Alabama	76%
Limestone, Madison, and Morgan County	46%

BY GENDER

Male	37%
Female	62%

BY AGE

55 or older	37%
25 or younger	2%

Athens State University, as an equal opportunity/affirmative action institution, complies with all applicable federal and state laws regarding nondiscrimination and affirmative action. Athens State University does not discriminate on the basis of race, color, national origin, age, marital status, gender, gender identity, gender expression, pregnancy, sexual orientation, disability, religion, genetic information, or veteran status in employment, or admissions to or participation in educational programs and activities. Inquiries or concerns may be addressed to the Office of the Vice President for Financial Affairs, 300 N. Beaty St., Athens, AL 35611, 256-216-3303.