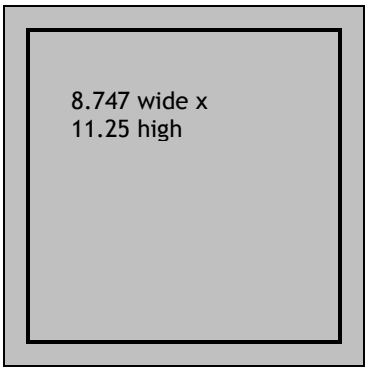
Brock Alumni Relations

Brock University
Niagara Region
500 Glenridge Avenue
St. Catharines, ON
L2S 3A1 Canada
T 905 688-5550 x3816
F 905 641-5216

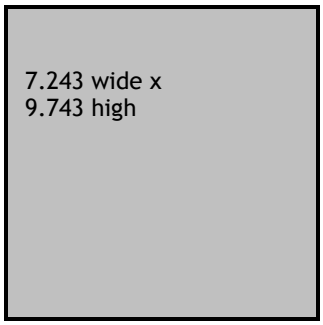
brocku.ca
brockpeople.ca

Surgite Magazine Ad Sizes

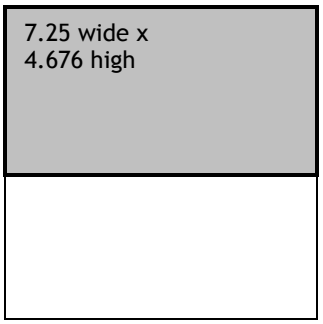
full page (bleed)



full page



half page



quarter page

Advertising rates (all ads in full color)

Ad Size	1 Issue	2 Issues	**Campus Rate 1 Issue** (50% off)	**Campus Rate 2 Issues** (50% off)	Alumni Rate (10% off) 1 Issue	Alumni Rate (10% off) 2 Issue
Full page (bleed and no bleed)	$2,400	$2,000/issue	$1,200	$1,000 per issue	$2,160	$1,800
Inside front **cover**	$3,000	$2,600/issue	$1,500	$1,300 per issue	$2,700	$2,340
Inside back **cover**	$3,000	$2,600/issue	$1,500	$1,300 per issue	$2,700	$2,340
Outside back **Cover**	$3,200	$2,800/issue	$1,600	$1,400per issue	$2,880	$2,520
Half page	$1,200	$1,000/issue	$600	$500 per issue	$1,080	$900
Quarter page	$650	$500/issue	$325	$250 per issue	$585	$475

Live Links: add an additional 15% to ad rate

Discounts

- A frequency discount is offered on ads that run in two or more consecutive issues.
- An alumni discount of 10 per cent is offered to all advertisers who are Brock graduates.
- A 50 per cent discount will be applied to all advertisers who are based on campus.

Circulation 45,000 +

Advertising in Brock University's Surgite Magazine reaches a highly educated and loyal group of readers with above average incomes. In a recent alumni survey, more than 82% of Brock's alumni indicated that they regularly read the publication cover to cover. Surgite is published twice annually and mailed to the homes of more than 45,000 alumni. Additional copies of the publication will be circulated to Brock faculty and Staff (2,000 copies) as well as donors (1, 800) and friends of the institution (500).

Geographic distribution

80 per cent Ontario, 45 per cent live in Niagara; 20 percent live in the Hamilton/Burlington area; 15 per cent live in the GTA and 10 percent reside throughout the rest of Ontario.

Age of alumni pool

30% of Brock's alumni pool is between the ages of 20-29 (approx 14,000) followed by 28% who are between the ages of 30-39 (approx 13,000). 19% are between the ages of 40-49 (approx 8,600). 15% are over the age of 50 (approx 10,500)

Important dates

Deadlines: Fall Issue: June 1, 2013 for print ready artwork. Publication: August 10, 2013
Winter 2014 Issue: Feb. 1, 2014 for print ready artwork Fall 2014 Issue: June 1, 2014

Preferred file formats (MAC or PC) and specifications for supplied artwork

- ✓ PDF/X or "Press" quality PDF:
  - CMYK (convert all spot color and RGB images to CMYK)
  - embed all fonts
  - flatten transparencies
- ✓ eps
- ✓ tiff (Flattened/No Channels/No Compression)
- ✓ hi-resolution jpeg (maximum quality)

Note

- ✓ All images must be 300 dpi (at 100%size)
- ✓ 1 pt keyline around all ads that do not have a bleed
- ✓ All ads with bleed must have crop marks

Not Acceptable as final art

- ✗ Native files (Quark/InDesign/Word/Excel/Publisher/CorelDraw)
- ✗ Files containing RGB/spot colors or any other non-cmyk colors

How to send your ad

Compress files in one Zip or Stuffit archive

- ✓ E-mail: ndipasquale@brocku.ca (Files under 25mb only)
- ✓ Mail on CD to: University Communications, Brock University, 500 Glenridge Ave, St Catharines, Niagara, ON, L2S 3A1
- ✓ Deliver on CD to University Communications in MC D321

Questions

Sales: Nancy DiPasquale 905.688.5550 x4294

Ad Design: University Communications, 905.688.5550 x3245

Back Issues:

To view back issues of Surgite, click here:

http://www.brocku.ca/marketing-communications/publications/surgite-magazine