

SCHEDULE

ISSUE DATE	SPACE RESERVATION	MATERIALS DUE	PUBLISHED DATE
Fall	June 27	July 9	Aug. 29
Winter	Sept. 17	Sept. 26	Nov. 24
Spring	Jan. 9	Jan. 19	March 3
Summer	April 3	April 14	June 3

Cancellations must be in writing and are not accepted after space reservation dates.

CIRCULATION

MIZZOU magazine is distributed to members of the Mizzou Alumni Association and all alumni of the University of Missouri, including the School of Accountancy; the College of Agriculture, Food and Natural Resources; the College of Arts and Science; the Trulaske College of Business; the College of Education; the College of Engineering; the School of Fine Arts; the Graduate School; the Harry S Truman School of Public Affairs; the School of Health Professions; the College of Human Environmental Sciences; the School of Journalism; the School of Law; the School of Informational Science and Learning Technologies; the School of Medicine; the School of Music; the School of Natural Resources; the Sinclair School of Nursing; the School of Social Work; and the College of Veterinary Medicine. MIZZOU also is distributed to subscribers, friends, upcoming graduates, administrators, coaches and department chairs of the University of Missouri.

	REGIONAL	NATIONWIDE
Circulation (Rate Base)	107,178	184,585
Readership	141,475	243,652

Circulation based on the Fall 2007 issue, published August 29, 2007. A letter of authentication is available from the Publisher based on U.S. Post Office mailings.

Readership studies demonstrate that MIZZOU has 1.32 readers per household (95 percent confidence interval equals ± .07 reader), giving the magazine a total pass-along reach of 231,617 engaged, involved readers. Research was conducted in Summer 2007 by the Center for Advanced Social Research, MU School of Journalism.

CONTRACTS

CONTRACT AND COPY REQUIREMENTS

1. A contract must be signed by all advertisers. Agency insertion orders are accepted, subject to provisions of our current rate card. Rates are subject to change without notice.
2. All advertising is subject to the approval of the Publisher.
3. Cancellation or changes may not be made by the advertiser or its agency after space deadlines. Cancellation or changes must be in writing. Contracts cancelled prior to completion will result in a short-rate fee. Publisher reserves the right to run the most recent advertisement when no acceptable copy is furnished or to charge for the unused space.
4. All advertised manufactured products using the registered name, mark or symbol of the University of Missouri must be licensed by the University.
5. Advertisers and advertising agencies assume full responsibility and liability for all contents of advertising printed and also assume liability for any claims arising therefrom.
6. In the event of an error by MIZZOU, the maximum liability is limited to the space charge for that issue on the contract. In that case the space cost for that issue will be waived and the contract will be extended by one issue so that the total contract price and discounts will remain unaffected.
7. Publisher shall not be liable for errors in proofs approved by advertisers.
8. Publisher shall not be liable for any costs or damages if for any reason the Publisher fails to publish an advertisement.
9. The Publisher shall not be subject to any liability whatever for failure to publish or circulate all or any part of an issue or issues because of cancellation of performances, strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.
10. Positioning of advertisements is at the discretion of the Publisher unless guaranteed position premium is paid.
11. It is clearly understood and agreed that advertising and editorial are independent and that no special editorial consideration of any kind shall be part of the sales agreement.
12. Advertising material will be held for one year and then discarded unless otherwise specified.
13. Once an account is delinquent, MIZZOU and the Mizzou Alumni Association have the right to demand payment in full. All owed amounts are immediately due. Accounts more than 60 days in arrears are subject to a \$100 per month late fee until all of the outstanding balance is paid.
14. The Publisher reserves the right to decline further advertising from any advertiser whose account is more than 60 days in arrears.

MIZZOU
RATE CARD

RATES

4-COLOR	1X	2X (CONTRACT)	4X (CONTRACT)
Full Page	\$4,815	\$4,555	\$4,250
2/3 Page	\$3,930	\$3,680	\$3,500
1/2 Page	\$3,550	\$3,360	\$3,200
1/3 Page	\$2,265	\$2,165	\$1,980
1/6 Page	\$1,580	\$1,480	\$1,390

BLACK-AND-WHITE	1X	2X (CONTRACT)	4X (CONTRACT)
Full Page	\$4,265	\$4,005	\$3,700
2/3 Page	\$3,380	\$3,130	\$2,950
1/2 Page	\$3,000	\$2,810	\$2,650
1/3 Page	\$1,715	\$1,615	\$1,430
1/6 Page	\$1,030	\$930	\$840

COVERS (4-COLOR)	1X	2X (CONTRACT)	4X (CONTRACT)
Cover 2 or 3	\$4,990	\$4,880	\$4,625
Cover 4	\$5,200	\$4,990	\$4,810

CAMERA-READY/AGENCY DISCOUNT: 15 percent

COLOR (IN ADDITION TO BLACK)

Standard, per color — \$200
4-color — \$550

PHOTOS

Custom photography — \$50 per photo

PREFERRED POSITIONING

15 percent premium

CLASSIFIEDS

Line ads (words only, 10-word minimum)

1x, 2x — \$4.20 per word
3x, 4x — \$3.95 per word

Display ads (can incorporate graphics)

1-inch box display ad — \$195
1/12-page display ad — \$380

Each additional inch — \$195

INSERTS, INK JETTING, POLYBAGGING

Prices on request

Rates effective May 1, 2008.

DIMENSIONS



FULL PAGE
Nonbleed, 7⁷/₈" x 9³/₁₆"
W: 44P3 H: 55P3
Bleed, 8⁷/₈" x 11¹/₈"
W: 52P H: 67P



TWO-THIRDS PAGE
2 column
4⁷/₈" x 9³/₁₆"
W: 29P2 H: 55P3



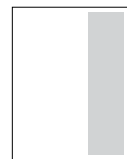
TWO-THIRDS PAGE
3 column
7⁷/₈" x 6¹/₁₆"
W: 44P3 H: 36P5



ONE-HALF PAGE
2 column
4⁷/₈" x 6¹³/₁₆"
W: 29P2 H: 41P2



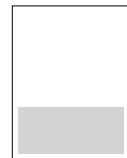
ONE-HALF PAGE
3 column
7⁷/₈" x 4¹/₂"
W: 44P3 H: 27P1



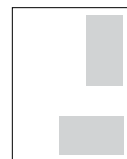
ONE-THIRD PAGE
1 column
2⁷/₁₆" x 9³/₁₆"
W: 14P1 H: 55P3



ONE-THIRD PAGE
2 column
4⁷/₈" x 4¹/₂"
W: 29P2 H: 27P1



ONE-THIRD PAGE
3 column
7⁷/₈" x 2¹⁵/₁₆"
W: 44P3 H: 17P9



ONE-SIXTH PAGE
1 column 2³/₁₆" x 4¹/₂"
W: 14P1 H: 27P1
2 column 4⁷/₈" x 2³/₁₆"
W: 29P2 H: 13P



ONE-TWELFTH PAGE
1 column
Classifieds
2³/₁₆" x 2³/₁₆"
W: 13P H: 13P
Special Sections
2³/₁₆" x 2³/₁₆"
W: 14P1 H: 13P

PRODUCTION

TRIM SIZE: 8⁷/₈" x 10⁷/₈"

PRINT AREA: 7⁷/₈" x 9³/₁₆"

BLEED PAGES: 8⁷/₈" x 11¹/₈"

PRINTING PROCESS: Web Offset

BINDING METHOD: Saddlestitched

LINE SCREEN: 133-150 recommended

MATERIALS

Due no later than 10 days after the space closing dates. If proofs or color keys are required, materials must be submitted 10 days prior to the closing dates.

Camera-ready ads can be supplied in a choice of formats:

Preferred format is layout in Macintosh Indesign CS3 or earlier complete with supporting artwork files, and screen and printer fonts.

High-resolution PDF
Adobe Illustrator CS3 or earlier,
Photoshop CS3 or earlier,

Production charges incurred on behalf of advertiser or its agency in preparation of advertising material will be rebilled at cost.

SEND ALL MATERIALS TO:

Advertising
MIZZOU magazine
407 Reynolds Alumni Center
Columbia, MO 65211

CONDITIONS

STANDARDS OF ADVERTISING ACCEPTABILITY

The publisher expects that all claims made by advertisers as to performance or guarantee of product or service being advertised can be substantiated. The publisher reserves the right to refuse any advertisement.

Due to non-profit mailing rate status, the US Postal Service prohibits advertisements for debit and credit cards, travel arrangements and insurance policies.

CONDITIONS

New clients and merchandise advertisers must pre-pay. Net due 30 days. Payment may be made by credit card (VISA or MasterCard).

FOR INFORMATION CALL:

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