

Duke Magazine

PUBLICATION SCHEDULE

Circulation: 107,000

Frequency: Six issues per year

Closing Dates:

<i>Issue</i>	<i>Reserve space</i>	<i>Materials deadline</i>	<i>Mailing date</i>
January-February	November 1	November 20	January 15
March-April	January 1	January 22	March 15
May-June	March 3	March 20	May 15
July-August	May 1	May 20	July 15
September-October	July 1	July 21	September 15
November-December	September 1	September 22	November 14

Cancellations are not accepted after materials deadline has passed.

MECHANICAL REQUIREMENTS

Dimensions: Trim size is 8 1/2 in. x 11 in. For bleeds, allow 1/8 in. on each side

Space units:

<i>Ad size</i>	<i>Width</i>	<i>Height</i>
1 page	7.5 inches	9.625 inches
2/3 page (2 col.)	4.933 inches	9.625 inches
1/2 page horizontal	7.5 inches	4.75 inches
1/2 page vertical	4.933 inches	7.25 inches
1/3 page (square)	4.933 inches	4.75 inches
1/3 page (1 col.)	2.4 inches	9.625 inches
1/6 page	2.4 inches	4.933 inches
1/12 page	2.4 inches	2.35 inches
*Back cover	8.5 inches	8.5 inches

*sells at full page rate; add 1/8 inch for full bleed

Printing: Offset lithography

Screens: Maximum 200 line/inch; electronic images must be scanned at 300 dpi minimum.

Electronic Transmission of Ads: The preferred method for receiving ads is by PDF file submitted electronically as CMYK. Ads and/or ad materials should be sent by e-mail to dukemag@duke.edu or delivered on CD or zip disk. For a complete listing of supported application formats, please contact your advertising account representative. Camera-ready ads are accepted. Submit negatives right-reading, emulsion-side down. Full-color ads must be submitted as CMYK.

2008 DUKE MAGAZINE ADVERTISING RATES

<u>Full Page</u> *	Base	3 issue	6 issue
Color	\$3,850	\$3,660	\$3,465
Black & White	\$2,890	\$2,745	\$2,600
<u>2/3 page</u>	Base	3 issue	6 issue
Color	\$3,080	\$2,925	\$2,770
Black & White	\$2,310	\$2,195	\$2,080
<u>1/2 page</u>	Base	3 issue	6 issue
Color	\$2,500	\$2,375	\$2,250
Black & White	\$1,870	\$1,780	\$1,685
<u>1/3 page</u>	Base	3 issue	6 issue
Color	\$1,925	\$1,830	\$1,735
Black & White	\$1,450	\$1,380	\$1,305
<u>1/6 page</u>	Base	3 issue	6 issue
Color	\$1,295	\$1,230	\$1,165
Black & White	\$1,000	\$950	\$900
<u>1/12 page</u>	Base	3 issue	6 issue
Color	\$600	\$570	\$540
Black & White	\$400	\$380	\$360

* *Cover premium:* \$850, back cover; \$500, inside covers

Rates: All rates are net; recognized ad agencies get 15% discount.

Educational & Nonprofit Rates: A discount of 25% will apply to all rates for approved educational and nonprofit advertisers. (Discount does not apply to cover premium.)

Contracts: Bimonthly billing. Net 30 days, 10% fee per month overdue

Storage: Materials will be retained for one year, or returned to client upon request.

Placement: *Duke Magazine* cannot guarantee ad position for any advertiser, except for cover positions with paid premium.

Acceptance policy: All advertising copy is subject to approval in advance. No advocacy ads or ads simulating editorial copy are accepted. We retain the right to refuse any ad.

Shipping: Send all contracts, insertion orders, materials, and correspondence to:

Duke Magazine, c/o Advertising Director, Box 90572
614 Chapel Dr.

Durham, NC 27708-0872

(919) 684-2875; Fax: (919) 681-1659; e-mail: DukeMag@duke.edu