

Advertising Rates

CONTACT ▶ Randy Morrison, Editor in Chief, *Baylor Magazine*, 254-710-4366, randy_morrison@baylor.edu

Baylor Magazine is the official magazine of Baylor University, engaging alumni and friends in the life and advancement of the university by communicating the aspirations, needs and accomplishments of the Baylor family both on and off campus. *Baylor Magazine* is delivered four times a year to more than 140,000 families and individuals (including alumni, parents of students and friends of the university). The magazine is also distributed locally on campus and in hotels and businesses in the Waco area.

More than 90,000 of our recipients are within the state of Texas, with high concentrations in Dallas/Ft. Worth, Houston, San Antonio, Austin and Waco.

Advertising in *Baylor Magazine* offers an opportunity to consistently present your message, products and services to an engaged and active audience with strong ties to Baylor and Texas.

About the Audience

DISTRIBUTION	AGE
156,000 plus	-30 17%
	30-39 12%
GENDER	40-49 15%
46% male	50-59 19%
54% female	60+ 38%

Baylor Magazine readers are affluent and highly educated, with 40 percent earning at least a bachelor's degree, another 30 percent with a master's degree and 20 percent with a doctorate or other terminal degree (MD, JD).

One-third of alumni report incomes of \$150,000 or more, 21 percent report income of \$100,000 to \$149,999, 14 percent say \$75,000 to \$99,999, 18 percent report income between \$45,000 and \$74,999, and 15 percent report income of less than \$45,000.

Advertising Rates (FOR PILOT LAUNCH PHASE)

SIZE	1X	2-3X	4X
Full page	\$3,700	\$3,330	\$3,150
2/3 page	\$2,775	\$2,500	\$2,360
1/2 page	\$2,405	\$2,170	\$2,050
1/3 page, 1/3 box	\$2,035	\$1,840	\$1,730
1/6 page	\$925	\$840	\$790
COVERS	1X	2-3X	4X
Cover II (IFC)	\$4,440	\$4,000	\$3,780
Cover III (IBC)	\$4,255	\$3,830	\$3,620
Cover IV (BC 2/3)	\$4,700	\$4,230	\$4,000

Deadlines (TENTATIVE)

ISSUE	RESERVE SPACE	DIGITAL FILES/PAYMENTS DUE	DELIVERY DATE*
Fall	8/31	9/15	11/03
Winter	11/31	12/15	2/05
Spring	2/23	3/10	5/05
Summer	5/2	6/1	8/04

*delivery dates are tentative and subject to change

Baylor Magazine reserves the right to determine the suitability of all advertisements and to reject or return for modification any ad that does not meet minimum quality or production standards. *Baylor Magazine* does not accept advertising that is in conflict with the mission of Baylor University or is in competition for programs and services offered by the University. *Baylor Magazine* cannot accept advertising for credit cards, insurance or certain types of travel programs. Advertising rates are tentative and subject to change.

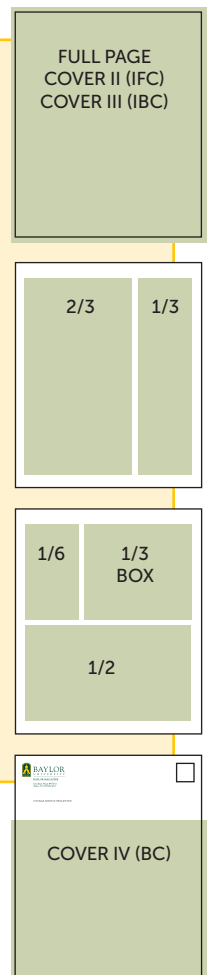
Ad Dimensions

PAGE SIZE = 9 X 10.875 (WIDTH X HEIGHT)

SIZE	INCHES
Full page	9.25 x 11.125 bleed size
Cover II, III	(.125 bleed all sides)
2/3 page	5.1667 x 9.5
1/2 page	7.8715 x 4.625
1/3 page tall	2.5625 x 9.5
1/3 page box	5.1667 x 4.625
1/6 page	2.6526 x 4.625
Cover IV	9.25 x 7.75 bleed size
(2/3 page)	(.125 bleed sides & bottom)

Ad Specifications

Ads must be submitted digitally as high resolution composite graphic files such as TIFF, JPEG, EPS or PDF (*preferred*), prepared for CMYK output. Native InDesign files packaged with all supporting art and font files are also accepted. Printed page size is 9 x 10.875.



Space Reservation Request/Insertion Order

Client/Business: _____

Person Placing Order: _____ Agency Contact (if applicable): _____

Billing Address: _____

Phone: _____ Email: _____

Website: _____

SIZE		FREQUENCY		INSERTION DATES		
<input type="checkbox"/> Full page	<input type="checkbox"/> 1/3 page	<input type="checkbox"/> 1x	<input type="checkbox"/> 3x*	*Same ad for each	<input type="checkbox"/> Spring (20__)	<input type="checkbox"/> Fall (20__)
<input type="checkbox"/> 2/3 page	<input type="checkbox"/> 1/3 box	<input type="checkbox"/> 2x*	<input type="checkbox"/> 4x*	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Summer (20__)	<input type="checkbox"/> Winter (20__)
<input type="checkbox"/> 1/2 page	<input type="checkbox"/> 1/6 page	SPECIAL INSTRUCTIONS:				
COVERS						
<input type="checkbox"/> Cover II (Inside front cover)						
<input type="checkbox"/> Cover III (Inside back cover)						
<input type="checkbox"/> Cover IV (Back cover, 2/3 page)						
TOTAL DUE EACH INSERTION: (SEE FRONT FOR PRICING)						

NOTE: Pre-payment is required on all ads. Make checks payable to Baylor University. See previous page for amounts and due dates.

► I hereby request ad space in *Baylor Magazine* as detailed above, and I attest that I am authorized to buy such space. I agree to abide by the standards detailed below.

Signature: _____ Date: _____

ADVERTISING STANDARDS: *Baylor Magazine* reserves the right to cancel or reject any ad that does not meet quality standards or whose content is inconsistent with the University's mission or offers a product or service in competition with the University or its agents. Advertising copy and art are subject to approval by the editor; *Baylor Magazine* reserves the right to cancel or reject any ad at any time, including advertisements that have been published or accepted previously. Advertisers are fully responsible for verification that the performance and guarantees of products or services being advertised can be substantiated. The advertiser and/or agent assumes all liability for the content of the ad and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials, and any copyrighted or trademarked material. Advertising containing registered marks (name, logo or symbols) related to Baylor University or listing products or services using such marks will not be accepted without proof of approval from Baylor's Collegiate Licensing department. Proof of approval must be provided in writing and should be attached to the reservation form. To contact Baylor Collegiate Licensing, call: (254) 710-4552.

PROHIBITED ADVERTISEMENTS: Some advertisements are prohibited by postal regulations or by the advertising standards of *Baylor Magazine*. Among those are: ads for credit cards, insurance, travel programs, alcohol, tobacco, pornography, political parties or campaigns, and gambling.

LIABILITY: Submission of advertising materials constitutes agreement on the part of the advertiser and/or agent to indemnify and hold harmless Baylor University against any resulting loss, liability, damage, and/or expense of any nature.

PAYMENTS: Pre-payment is required on all advertising. Cancellation after ad space confirmation deadline will result in the advertiser/agency being billed for half the cost of confirmed space. Cancellation after ad digital files due date will result in full charge for confirmed space. In addition, late payments for ads more than 30 days past payment due date will result in a 5 percent penalty fee added to the original balance. Additional interest shall accrue at a rate of 12 percent compounded annually. After 60 days of nonpayment, collection of the original balance plus all penalties and accrued interest, collection costs, and legal fees will be turned over to a collection agency.

INTERRUPTED DELIVERY DISCLAIMER: Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of publisher affecting production or delivery in any manner.

SUBMIT TO ► Randy Morrison, Editor in Chief, *Baylor Magazine*, One Bear Place, 97024, Waco, TX 76798
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