

TEXAS TECHSAN

THE MAGAZINE for TEXAS TECH ALUMNI

ADVERTISING INFORMATION

BLACK & WHITE

Double Spread	\$1,900
Full Page	1,000
2/3 Page	850
1/2 Page	700
1/3 Page	400

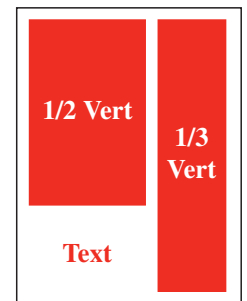
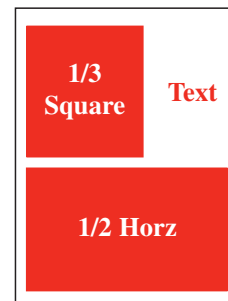
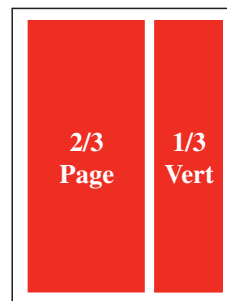
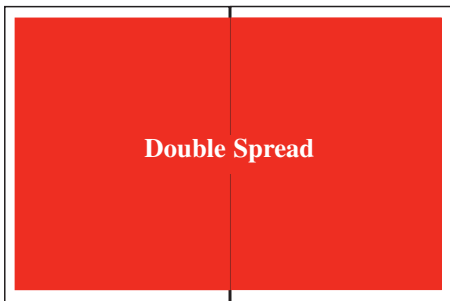
COLOR

Double Spread	\$2,850
Full Page	1,500
2/3 Page	1,100
1/2 Page	950
1/3 Page	550
Back Cover	\$3,500
Inside Front Cover	2,500
Inside Back Cover	2,500
Page 1	2,500

**Rates are per insertion; circulation of 27,000 per issue.*

DIMENSIONS

Standard three-column page sizes. For convenience in production, dimensions are provided in both decimal and numerical fractions. All dimensions are given in inches, width by depth. Keep live matter 1/4" from trim edge top, bottom and sides.



SIZE	DECIMAL (WxH)	NUMERICAL
Double Spread (non bleed)	16 x 10.875	16 x 10 ^{7/8}
Double Spread (bleed)	16.5 x 11.375	16 ^{1/2} x 11 ^{3/8}
Full page(non bleed)	7 x 10	7 x 10
Full page (bleed)	8.5 x 11.375	8 ^{1/2} x 10 ^{3/8}
2/3 page (2 columns)	4.625 x 10	4 ^{5/8} x 10
1/2 page (vertical)	4.625 x 7.375	4 ^{5/8} x 7 ^{3/8}
1/2 page (horizontal)	7 x 4.875	7 x 4 ^{7/8}
1/3 page (vertical)	2.25 x 10	2 ^{1/4} x 10
1/3 page (square)	4.625 x 4.875	4 ^{5/8} x 4 ^{7/8}

AD DEADLINES ARE TWO MONTHS PRIOR TO PUBLICATION DATE

ADVERTISING TERMS & CONDITIONS

DISCOUNT POLICY

15% of gross billing to recognized agencies. Not allowed after 60 days. Publisher's production services are not commissionable.

10% of gross billing to any advertiser which purchases 4 or more advertisements in any 12 month period.

25% on-campus discount.

*Only one discount can be applied per contract.

RETURN POLICY

Storage Media (CD-ROM, floppy and Zip disks) will not be returned unless requested. Please be sure your address is clearly marked on the disk for efficient return.

MISCELLANEOUS

The *Texas Techsan* magazine does not provide the client with a confirming 4-color or black-and-white proof. Be sure electronic files are created with CMYK colors (as opposed to RGB). Black should be set to overprint if it is to print over color. Use virus software before sending your files. Be sure trapping is done in all PDF and EPS files.

PREFERRED POSITIONING

15% premium

WHAT TO INCLUDE WITH YOUR DISK

A Kodak Approval of a SWOP standard digital proof for 4-color; a laser or a lino for black-and-white materials; list of disk contents.

CANCELLATIONS

Cancellation of any part of a contract voids all rate and position agreements. No cancellation is accepted after closing dates.

WHAT TO SEND ON YOUR DISK

A pdf, eps, or tiff file, including all support files such as logos, images, and screen and printer fonts. Postscript fonts only — no truetype. All images must be composite CMYK high resolution, at least 300 dpi.

GENERAL INFORMATION

All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss of expense resulting from claims and suits based upon the contents of subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.

All advertisements are published for the benefit of the agency and the advertiser, and each of them is jointly and severally liable for all charges.

The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason it fails to publish an advertisement.

SEND ADVERTISING MATERIALS TO

Brent Ross

Associate Vice President

Texas Tech Alumni Association

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Lubbock, TX 79409-5001

806.742.3641 ext. 225

806.742.3604 Fax

brent.ross@ttu.edu

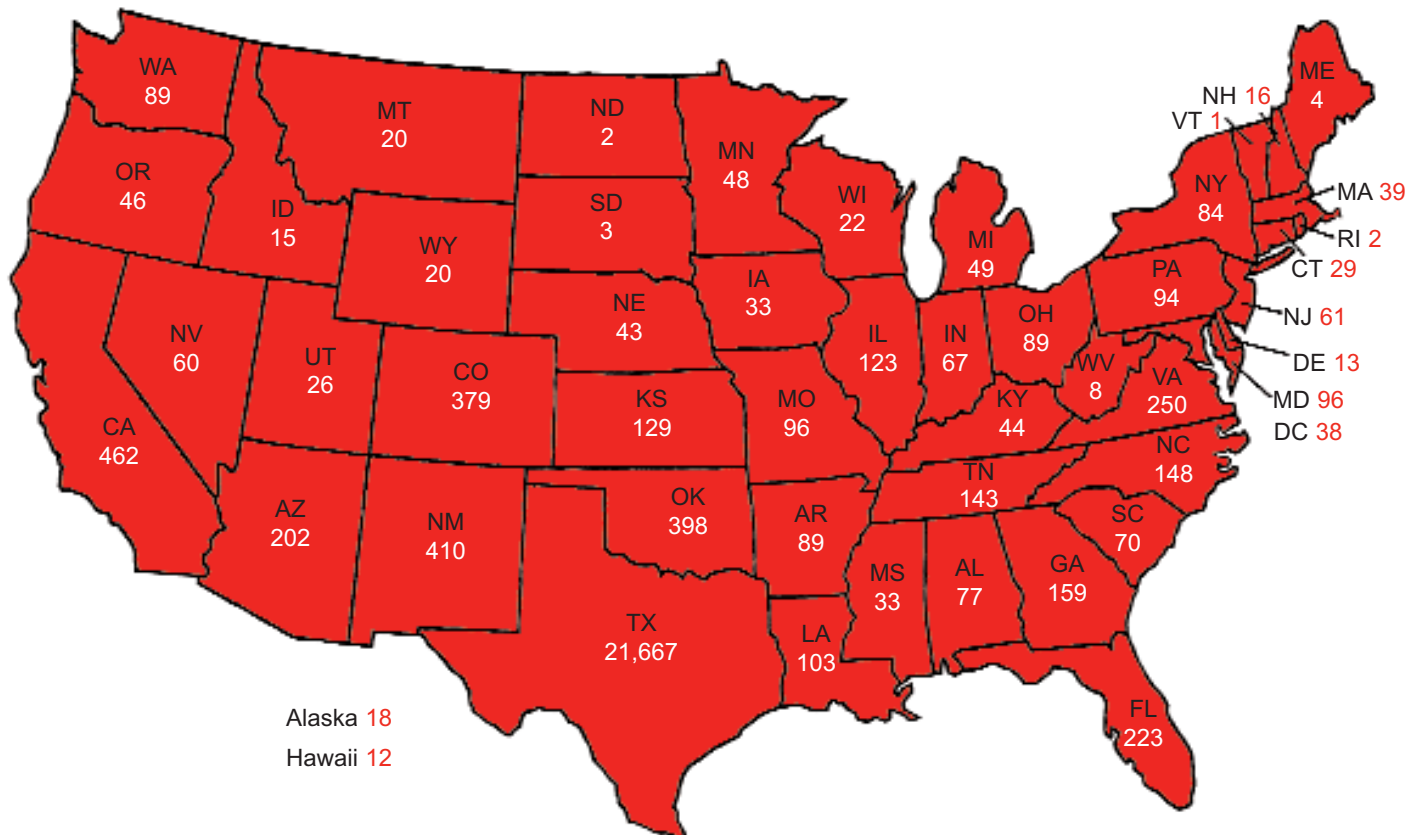
Texas Techsan Magazine Distribution

(These numbers reflect households to which the magazine is mailed)

TEXAS

Dallas / Fort Worth:	4,421	Abilene:	419
Lubbock / Southern Panhandle:	3,443	Waco / Bryan / College Station:	352
Houston:	1,721	South Texas:	213
Amarillo / Northern Panhandle:	1,039	Wichita Falls:	139
Austin:	1,014	El Paso:	138
Midland / Odessa / San Angelo:	949	OUTSIDE OF TEXAS	3,281
San Antonio:	804	MISCELLANEOUS	300
East Texas:	433	TOTAL HOUSEHOLDS	18,666

MEMBERS BY STATE



READERSHIP SURVEY

<u>Gender</u>		<u>Number of issues read (Only 4 out of possible 6 issues used for survey)</u>	
Male	67.7%	4 out of 4	85.6%
Female	32.8%	3 out of 4	7.8%
<u>Age</u>		2 out of 4	2.4%
25-34	18.8%	1 out of 4	1.7%
35-44	32.3%	None of 4	0.9%
45-54	19.3%	<u>Number of times pick up reading <i>Texas Techsan</i></u>	
55 or over	29.6%	1 time	27.7%
Median	43.7%	2-3 times	60.8%
Average	48.4%	4-5 times	9.2%
<u>Household Income</u>		6-9 times	0.9%
Under \$50,000	11.8%	10 or more times	0.9%
\$50,000-\$74,000	16.4%	<u>Length of time spent reading <i>Texas Techsan</i></u>	
\$75,000-\$99,999	24.6%	Less than one hour	39.0%
\$100,000-\$149,000	27.1%	One hour or more	58.9%
\$150,000-\$199,999	10.5%	Median	60.0 min.
\$200,000 or more	9.6%	Mean	75.3 min.
<u>Home Ownership</u>		<u>Other adults read your issue</u>	
Own	91.0%	Yes	49.2%
Rent	9.0%	No	50.8%
<u>Region</u>			
Texas	68.2%		
Outside of Texas	31.8%		