

# GREEN & WHITE

A L U M N I M A G A Z I N E

## Rate Card 2011

The *Green & White* has been the University of Saskatchewan's alumni magazine since 1939. Reaching over 93,000 alumni, the magazine is produced twice per year—spring and fall—and is distributed the third weeks of May and October.

### ■ OUR AUDIENCE

- Well-educated and affluent
- Highest concentrations in Saskatoon, Saskatchewan, and Western Canada
- U of S alumni are located in 117 countries throughout the world
- Approximately 90% of readers prefer to read printed copies and about 10% prefer to read the magazine online.

### ■ DEADLINES

#### Spring

- space reservation: March 15
- artwork due: March 31

#### Fall

- space reservation: August 15
- artwork due: August 31

### ■ PAYMENT

Full payment is due within 30 days of invoice date.

### ■ TERMS AND CONDITIONS

The *Green & White* reserves the sole right to accept or reject any advertisement on the basis of content, design, space availability or any criteria deemed necessary. Any advertising resembling editorial may be identified as such. The *Green & White* will not consider reserving editorial content as a condition of securing paid advertising.

All advertising must adhere to specifications outlined in the rate card. Advertisements requiring alteration are subject to a charge of \$125/hr with a minimum of one (1) hour.

The publisher shall not be subject to any liability whatsoever for any failure to publish or circulate any advertisement, in whole or in part, for any cause. Advertisers and their agents assume complete liability for all of their advertising content (including but not limited to text, representation and illustration) and all responsibility for claims arising therefrom against the publisher.

### ■ FILE SPECIFICATIONS

Digital files for all ad/artwork submissions and will be accepted on MacOS disk, zip or CD, created within QuarkXpress, Adobe Illustrator, Adobe Photoshop or a press-ready PDF.

- Build files at 100% of size to be printed (see dimensions on reverse).
- Save Photoshop files as TIFF or EPS, resolution 300 dpi at 100% size.
- Provide all fonts, images and any supporting/linked files with job.

***It is recommended, but not required, that a colour proof is supplied to verify accuracy of the electronic file.***

### ■ CONTACT

email: gw.editor@usask.ca  
ph: 306.966.1989  
toll free 1.800.699.1907

**Green & White**  
University of Saskatchewan  
501-121 Research Drive, Saskatoon SK S7N 1K2



UNIVERSITY OF  
SASKATCHEWAN

# Ad Sizes & Prices

**FULL PAGE (BLEED)** **\$2541.00**

8.25 x 10.75 (plus .25 bleed all sides)

**FULL PAGE (IN MARGINS)** **\$2541.00**

7.25 x 9.75

**BACK COVER** **\$2922.15**

8.25 x 10.75 (plus .25 bleed all sides)

Must leave a 4 x 6 area at bottom right clear of text or background for mailing information

**INSIDE BACK COVER** **\$2795.10**

8.25 x 10.75 (plus .25 bleed all sides)

**2/3 PAGE** **\$2183.00**

7.25 x 6.4163

**1/2 PAGE HORIZONTAL** **\$1699.00**

7.25 x 4.75

**1/2 PAGE VERTICAL** **\$1699.00**

3.5 x 9.75

**1/3 PAGE HORIZONTAL** **\$1243.00**

7.25 x 3.083

**1/4 PAGE** **\$914.00**

3.5 x 4.75

## ■ QUESTIONS?

email: gw.editor@usask.ca

ph: 306.966.1989

toll free 1.800.699.1907

## **Green & White**

University of Saskatchewan

501-121 Research Drive

Saskatoon SK S7N 1K2

