



Overview:

Maroon & White is Saint Mary's University's bi-annual alumni magazine. The publication is produced and distributed to more than 28,000 Saint Mary's alumni, faculty, staff, students and friends in the Spring and Fall of each calendar year.

Audience:

While approximately 68% of our readers are based in Nova Scotia (with 55% in the Halifax area alone), *Maroon & White* is distributed to more than 100 countries around the world, with concentrations in Bermuda, the Caribbean, China & Hong Kong, The Gambia, Japan, Malaysia, Singapore and the United States of America.

2012 Tentative Publication Schedule & Deadlines (subject to change):

Spring 2012 Issue	Fall 2012 Issue
Booking: March 26	Booking: Oct 5
Copy: April 6	Copy: Oct 15
Distribution: May 18 (tent)	Distribution: Nov 23 (tent)
Payment: Due upon receipt	Payment: Due upon receipt

Submission Guidelines:

- All advertisements should be submitted in electronic formats (EPS, JPEG, PDF) and are requested to adhere to the specified dimensions (see attached). Material that is not sized correctly will be altered to fit the publication and may be billed to the client.
- While positioning requests will be honoured when possible, final placement is at the discretion of the publisher. The publisher reserves the right of refusal, along with the right to place the word "Advertisement" above any advertisements.
- Please note: *Maroon & White* can not take responsibility for errors or omissions in ad copy submitted after the copy deadline.

Technical Specifics:

Maroon & White is generally 36-44 pages in length with four-colour process throughout and page dimensions of 8.375" x 10.875". The card stock is 70lb #3 gloss text.

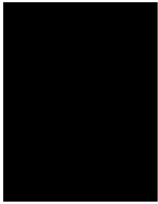
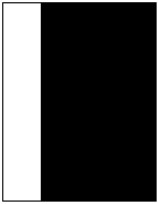

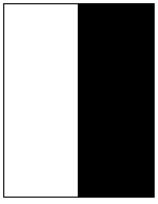
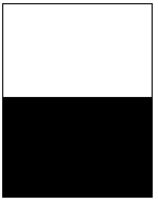
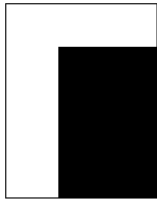
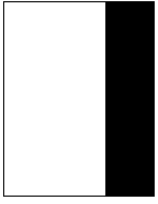
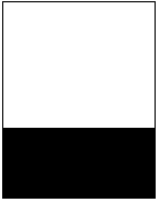
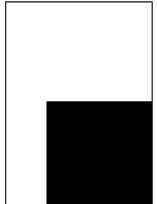
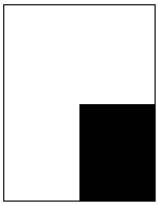
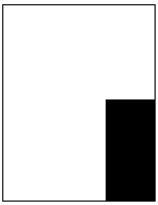
Advertising Rates:

Advertising rates (see attached) are per issue, based on full (four-colour) ads. Applicable taxes are not included. Discounts are available for a yearly (two issue) insertion (20%) or black & white ads (20%). **Internal departments receive a 50% discount.** Note to media buyers: Prices do not include commission.

Contact:

For more information, or to place an ad in *Maroon & White*, please contact Mary Ann Daye at maryann.daye@smu.ca, (902) 420-5176 or (902) 420-5140 (fax).

Advertising Rates

	<p>Full Page 8.375" x 10.875" (8 3/8" x 10 7/8") \$1,920</p>		<p>2/3 Page Vertical 5.583" x 10.875" (5 7/12" x 10 7/8") \$1,340</p>		<p>2/3 Page Horizontal 8.375" x 7.125" (8 3/8" x 7 1/8") \$1,340</p>
	<p>1/2 Page Vertical 4.125" x 10.875" (4 1/8" x 10 7/8") \$1000</p>		<p>1/2 Page Horizontal 8.375" x 5.375" (8 3/8" x 5 3/8") \$1000</p>		<p>1/2 Page Corner 6.281" x 8.156" (6 1/4" x 8 1/6") \$1000</p>
	<p>1/3 Page Vertical 2.792" x 10.875" (2 3/4" x 10 7/8") \$670</p>		<p>1/3 Page Horizontal 8.375" x 3.563" (8 3/8" x 3 9/16") \$670</p>		<p>1/3 Page Corner 5.583" x 5.375" (5 7/12" x 5 3/8") \$670</p>
	<p>1/4 Page Corner 4.125" x 5.375" (4 1/8" x 5 3/8") \$500</p>		<p>1/6 Page Corner 2.792" x 5.438" (2 3/4" x 5 7/16") \$330</p>		

Back Cover is \$2,400. Inside Front and Back Covers are \$2150

Rates above are per issue, based on full (four-colour) ads.

Discounts are available for a yearly (two issue) insertion (20%) or black & white ads (20%).

Internal Departments enjoy a 50% discount!