

K-STAT-ER

2017 Advertising Rate Sheet

► An award-winning magazine with tradition

Published exclusively for members of the K-State Alumni Association, the award-winning *K-Stater* magazine has informed, educated, stimulated, involved and entertained thousands of readers since 1951.

► Delivered four times per year

More than 44,000 alumni receive the *K-Stater* quarterly (March, June, September, December) in print and electronic formats and value it for in-depth university news, thought-provoking features and profiles and well-read Class Notes section with alumni updates.

► In a clean, uncluttered layout

The ratio of editorial to advertising content is about 80/20, and, as a result, advertising messages are highly visible and prominently displayed in an environment of *loyalty and trust*.

The *K-Stater* has a long coffee-table life. Because alumni have a close emotional tie to K-State, they often keep the magazine for months or longer for reading and further reference.

Showcase your business

to more than 44,000 Kansas State University alumni with the *K-Stater* magazine, published exclusively for members of the K-State Alumni Association.

Don't miss an opportunity to **effectively build your brand** among this select group of highly engaged and successful K-State alumni.

READERSHIP (as of October 2016)

The *K-Stater* is mailed to more than 44,000 alumni, or about 34,000 households. The *K-Stater* e-edition is sent to more than 33,000 alumni email addresses.

Distribution by households:

19,572.....Kansas
4,301.....Colorado, Nebraska, Missouri and Oklahoma
9,465.....Other states
222.....International
950.....Campus and local distribution

DEADLINES FOR 2017

Issue	Mail*	Space	Materials
Spring	Feb. 23	Jan. 4	Jan. 13
Summer	May 24	April 4	April 14
Fall	Aug. 31	July 5	July 14
Winter	Nov. 21	Oct. 3	Oct. 13

*Most members should receive the magazine within two weeks of the listed mail date.

SPECIFICATIONS

Printing: The *K-Stater* is printed on a Web press using 50# enamel-coated paper and is perfect bound. The cover includes a varnish finish.

Print-ready files: Preferred format is for print-ready ads to be submitted in a high-resolution PDF. Also accepted are high-resolution EPS, TIFF and JPG files. All color images must be composite CMYK. All color and grayscale images must be high resolution (at least 300 dpi).

Submit materials to: **Kim Dahlsten at KDahlsten@K-State.com**

File assistance: Need help building your ad? The Alumni Association communications staff is pleased to offer you full design services for your *K-Stater* ad. Design services will bill at \$50 per hour (one hour minimum) and include scanning, resizing, updating content and other changes to print-ready submissions. Digital files are not returned unless requested.

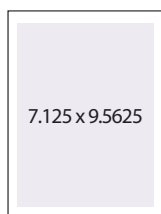


SIZES

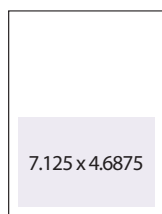
Finished magazine trim size: 8.125" x 10.875"



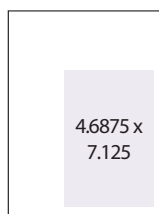
Full page (bleed)*
8.375" x 11.125"
Safe image area
7.375" x 10.125"



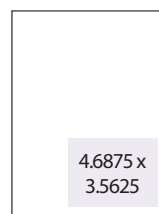
Full page (no bleed)
7.125" x 9.5625"



1/2 page (horizontal)
7.125" x 4.6875"



1/2 page (vertical)
4.6875" x 7.125"



1/4 page (horizontal)
4.6875" x 3.5625"

Back Cover



Bleed on sides and bottom only.
3/4 page only: 8.375" x 7.875"
Safe image area
7.375" x 7.125"

*No charge for bleeds, but publisher assumes no responsibility for text that falls within 0.375" of magazine edges.

RATES & PLACEMENT

Ads appear on the back cover, inside front cover, inside back cover and in the Class Notes and In Memoriam sections of the magazine. Cost reflected is per issue and full-color. Black-and-white rates are available upon request.

	1x	2x	3x	4x
Inside Covers	\$2,300	\$2,200	\$2,100	\$2,000
Full page	\$1,850	\$1,750	\$1,650	\$1,550
1/2 Page	\$1,020	\$970	\$920	\$870
1/4 Page	\$550	\$515	\$480	\$450

Back Cover

Currently reserved.
Contact Kim Dahlsten for future opportunities.

Additional advertising opportunities

ANNUAL WALL CALENDAR AND INSERTS

Prices for advertising in the annual wall calendar (inserted in winter issue), polybagging and other insertion options are available upon request.

MONTHLY E-NEWSLETTER ADVERTISEMENT

The @K-State monthly e-newsletter is sent to all members and nonmembers of the Alumni Association who have a current email address — more than 115,000 people. Availability and pricing can be obtained by contacting Linda Cook.

ADVERTISING CONTACTS

Kim Dahlsten '90

K-Stater advertising representative/
Associate director of membership
785-532-5067 or KDahlsten@K-State.com

Linda Cook '77

K-Stater executive editor/
Assistant vice president of communications
785-532-5051 or LCook@K-State.com

TERMS

A contract must be signed by all advertisers prior to placement. Advertisers, or their designated agencies, will be billed within 14 working days following publication of each issue. Net payment is due within 30 days. Delinquent accounts may be subject to applicable late fees.

ACCEPTANCE POLICIES AND CONDITIONS

1. All advertising is subject to the approval of the publisher. Publisher reserves the right to reject or cancel any advertising at any time.
2. The K-Stater will accept no advertising that is racially or sexually discriminatory, nor advertising that is deceiving, fraudulent or untruthful. In addition, no alcohol, tobacco or political advertising will be accepted. All advertising must conform with U.S. Postal regulations.
3. The advertiser and/or advertising agency agree to indemnify and hold the K-Stater harmless from and against any loss of expense or claims on suits arising from advertising content, including but not limited to claims or suits for libel, violation of rights of privacy, plagiarism and copyright or trademark infringement. The advertiser is responsible for receiving prior written approval and/or licensing for all advertising that incorporates Kansas State University trademarks, logos or other words associated with the university.
4. Unintentional or inadvertent failure by the K-Stater staff to publish the advertisement shall not constitute a breach of contract.
5. Positioning of advertising is at the discretion of the K-Stater staff. Advertising is allowed only on covers (inside front, inside and outside back) and in the Class Notes/In Memoriam section with the exception of inserts placed at the discretion of the staff.
6. No cancellations will be accepted after space deadline date of each issue.
7. Advertising material will be held for one year and then discarded unless otherwise specified.
8. Advertising rates are subject to change. When new rates are announced, advertisers will be protected at their contract rates until the end of the contract period.
9. Termination before end of contract period will result in 50 percent cancellation fee of unpaid ad costs.