

Advertising in **VISIONS** magazine

VISIONS is the exclusive magazine for members of the Iowa State University Alumni Association.

VISIONS is an award-winning quarterly publication that promotes the traditions, priorities, successes, challenges, and vision of Iowa State University and the ISU Alumni Association.

VISIONS has informed, educated, stimulated, involved, and entertained thousands of readers since the magazine was created in 1988.

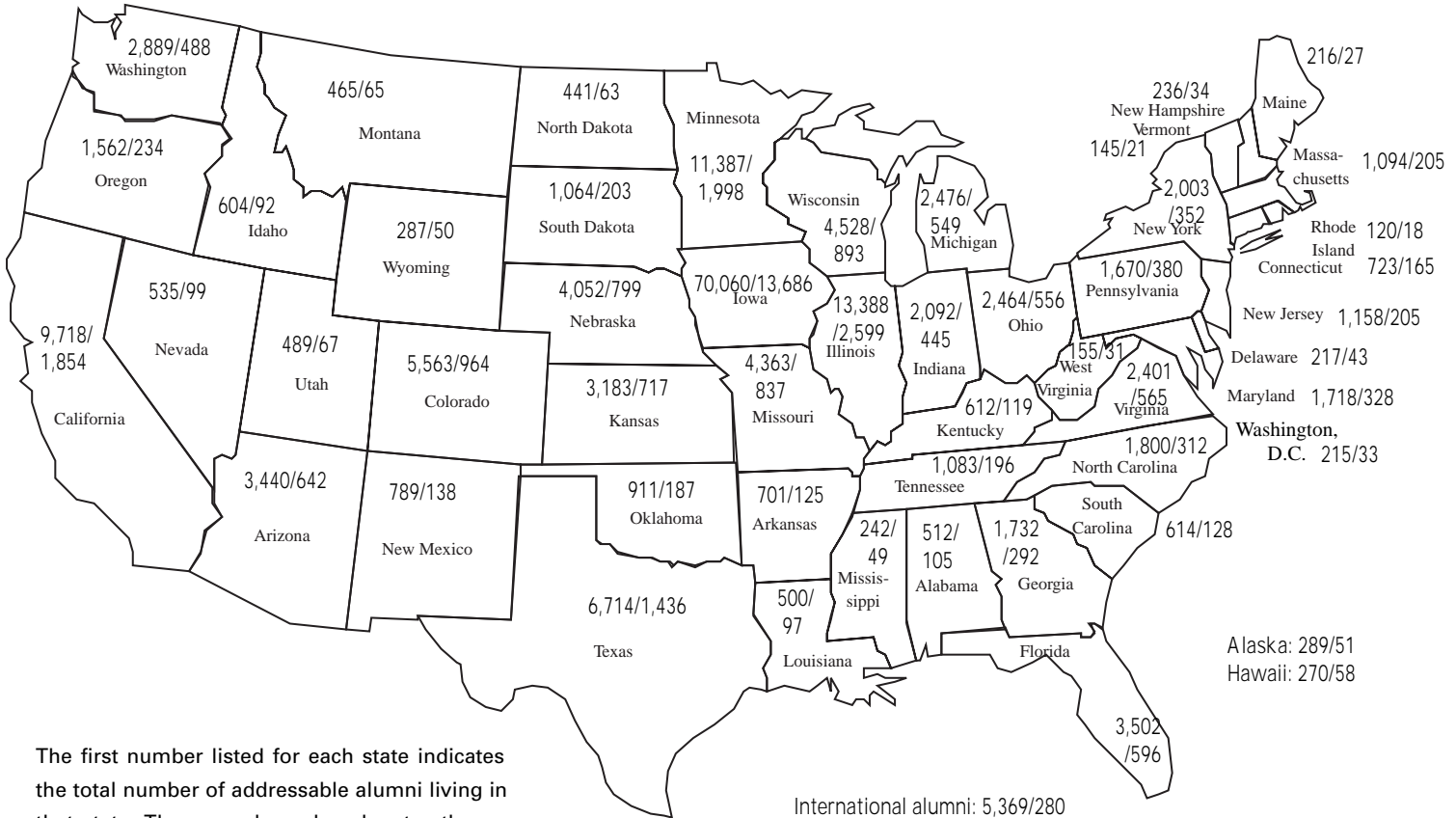
VISIONS is the **ONLY** Iowa State University periodical to accept advertising that targets members of the ISU Alumni Association.



Jeffery W. Johnson, Publisher | Carole Gieseke, **VISIONS** editor

Iowa State University Alumni Association | Fisher-Nickell Hall | Ames, IA 50011-1370 | Phone 515-294-6515

ISU alumni living in the United States



The first number listed for each state indicates the total number of addressable alumni living in that state. The second number denotes the number of Alumni Association members. VISIONS circulation numbers are actually lower than the total number of alumni due to the number of joint-member households.

VISIONS circulation

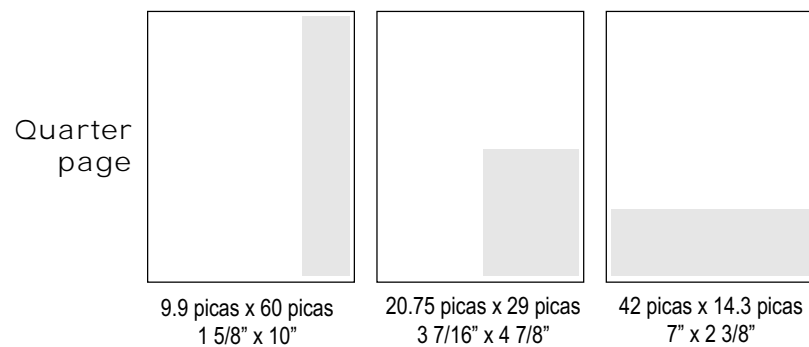
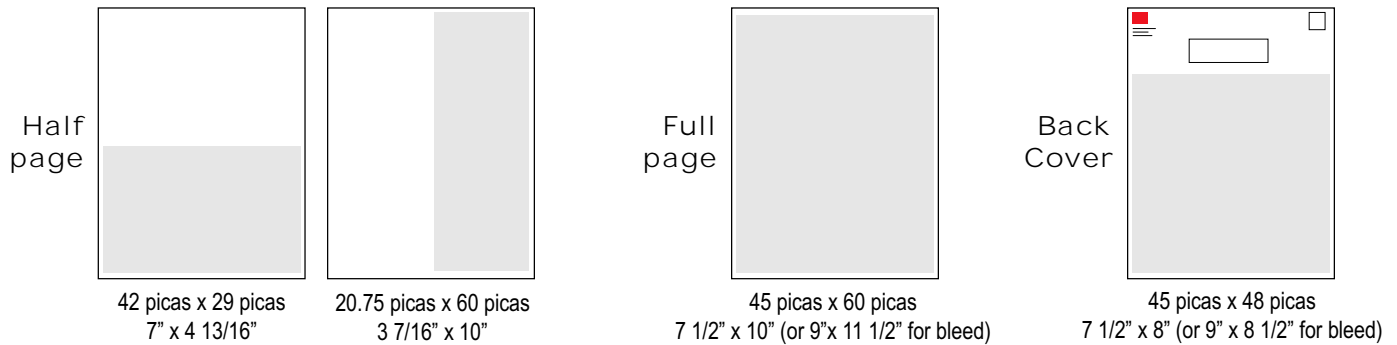
VISIONS magazine is mailed quarterly to more than 46,000 dues-paying members of the ISU Alumni Association (January, April, July, and September) and to approximately 6,000 ISU faculty and staff. Nearly 5,000 members of the Student Alumni Association receive the fall issue of VISIONS each year, and the winter issue is mailed to approximately 3,000 graduating seniors. Total press run is 35,500 to 38,000, which reflects the merging of joint-member households.

VISIONS standard advertising rates

Cost per issue				Full Year Contract	
Ad Size	1x	2x	3x		
Back Cover	\$3,200	\$3,100	\$3,000	Back Cover	\$11,800
Inside Back Cover	\$3,000	\$2,900	\$2,800	Inside Back Cover	\$11,000
Full Page	\$2,100	\$2,000	\$1,900	Full Page	\$7,400
Half Page	\$1,400	\$1,300	\$1,200	Half Page	\$4,600
Quarter Page	\$900	\$890	\$880	Quarter Page	\$3,200
Marketplace Ads					
<i>Available in spring and fall issues only, for placement within the Class Notes section</i>					
1/8 page	\$600 per issue				
1/16 page	\$350 per issue				

IMPORTANT: Advertising rates are based on advertisers providing finished artwork to VISIONS magazine. Design service is available at an hourly rate. To inquire about design services or for specifications on artwork submission, please call the VISIONS editor at 515-294-6560.

VISIONS ad sizes



Note to advertisers:
1/8-page and 1/16-page ads are now available in the fall and spring issues of VISIONS. These "Marketplace" ads will run in the Classnotes section. Please call 515-294-6560 to inquire about size specifications.

Advertiser information

VISIONS Publication Schedule

Winter Issue		
Space Reservation: October 1	Ads received by: November 15	Mail date: January 5
Spring Issue		
Space Reservation: January 1	Ads received by: February 15	Mail date: April 5
Summer Issue		
Space Reservation: April 1	Ads received by: May 15	Mail date: July 10
Fall Issue		
Space Reservation: June 1	Ads received by: July 15	Mail date: September 10

NOTE:
Space cancellations will not be accepted after space reservation deadline. The publisher reserves the right to limit available space. Publication schedule is subject to change.

PRINTING SPECIFICATIONS

Color: VISIONS is a four-color-process magazine. Advertisements using one, two, or three colors only may not be accepted. No Pantone-match inks.

Bleeds: Bleeds are accepted on full-page ads at no additional charge. Advertisers wishing their full-page ad to bleed must check with the editor prior to preparing artwork in order to establish placement in the magazine.

Original artwork: Materials are returned upon request.

Production specifications: Advertisers, please call the VISIONS office at 515-294-6560 for information on how to submit finished artwork for VISIONS magazine.

CONTRACTS & BILLING

Advertisers will be issued official contracts which must be signed before ads will be placed.

Advertisers or their designated agencies will be billed within 10 working days of the publication date for each issue. Each billing will include two sample issues of the magazine in which the ad is published. Amounts due are payable on receipt of the bill and considered past due after 30 days. The publisher reserves the right to request advance payment.

SHIPPING

The advertiser and/or agency will pay transportation charges on material sent to the publisher. If the publisher pays these charges, they will be added to the advertiser's billing. Please identify contents on outside of package. All materials and correspondence should be sent to: VISIONS Magazine / Fisher-Nickell Building / Ames, Iowa 50011-1370.

PUBLISHER'S POLICIES

VISIONS magazine does not accept advertising for tobacco products, alcohol products, personal hygiene products, partisan politics or solicitations for political support, public issues, or other non-university-related causes; nor does the magazine accept advertising contrary to that allowed by U.S. Postal regulations.

All advertising content is subject to publisher's approval. Publisher reserves the right to reject or cancel any advertising at any time.

The advertiser and/or advertising agency, if any, agree to indemnify the publisher against any liability or expense resulting from claims or suits based on the contents or subject matter of the advertisement, including, without limitation, claims or suits for libel, violation of rights of privacy, plagiarism, copyright or trademark infringement or unauthorized use of the names(s), likeness(es), statement(s) or work of any person or persons.

Unintentional or inadvertent failure by the publisher to publish the advertisement shall not constitute a breach of contract.

Ad 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 if ad rates are higher.