

OFFICIAL PUBLICATION OF THE UNB ASSOCIATED ALUMNI

Alumni News keeps UNB alumni and friends informed of the activities of the Associated Alumni, and shares stories of alumni and of life at the university.

The magazine is the association's primary communications vehicle to our more than 99,000 graduates around the world - graduates who are having an impact on their communities, in New Brunswick and beyond.

ABOUT OUR PUBLICATION

Alumni News is distributed twice per year - winter and summer.

In 2024, each print issue of Alumni News will be distributed to around 40,000 alumni and donors in Canada, the US and internationally.

Alumni News readers are comprised of largely professional groups. UNB alumni also occupy key positions in the political and business life of the province and beyond. These are the people you want to tell about your products or services.



IMPACT OF RESEARCH

While the COVID-19 pandemic has undoubtedly accelerated the pace of research and development in the life sciences, the impact of this crisis on the research and development industry is still being felt. The pandemic has led to a significant increase in research and development spending, particularly in the areas of infectious diseases and vaccine development. This has led to a surge in investment in research and development, particularly in the areas of infectious diseases and vaccine development. This has led to a surge in investment in research and development, particularly in the areas of infectious diseases and vaccine development.

At LUMINOLTRA, we are committed to staying at the forefront of research and development in the life sciences. Our scientists and researchers are working hard to develop new and innovative products and services that will help to improve the lives of people around the world. We are proud to be a part of the LUMINOLTRA team, and we are committed to staying at the forefront of research and development in the life sciences.

For more information, please contact us at info@luminoltra.com or call us at 1-800-555-1234.

DEMOGRAPHICS

Where our alumni live: CANADA

New Brunswick	41,546	Saskatchewan	258
Newfoundland & Labrador	1,394	Alberta	2,863
Nova Scotia	4,902	British Columbia	2,149
Prince Edward Island	1,768	Territories	164
Quebec	1,369		
Ontario	11,676	UNITED STATES	2,176
Manitoba	282	INTERNATIONAL	7,686

A range of UNB alumni:

DECADE OF GRADUATION	# OF ALUMNI
Pre-1950s	339
1950s	944
1960s	4,131
1970s	10,432
1980s	13,233
1990s	17,941
2000s	24,167
2010s	26,072
2020s	4,441

ALUMNI NEWS ADVERTISING POLICY

UNB Alumni News accepts advertisements from interested parties provided the material submitted is within the bounds of acceptable taste. All advertisers will be subject to the specifications contained in this rate card with respect to materials submitted, deadlines and advertising rates. UNB Alumni News accepts no obligation to support an advertisement with accompanying editorial material about the advertiser.

ADVERTISING RATES

Ad Size:	Rate:
Full page - outside back cover	\$3,300
Full page - inside front or back cover	\$3,000
Full page - inside	\$2,500
Half-page	\$1,300
Quarter page	\$700

MECHANICAL SPECIFICATIONS

- Printing:** Heat-set, four-colour web offset press
- Stock and binding:** 45lb gloss text, self-cover, saddle-stitched
- Trim size:** 8 1/8in x 10 3/4in
- Bleed:** 1/8in bleeds, crop marks offset by 1/4in
- Text safe area:** 1/4in all around
- Resolution & format:** 300 dpi CMYK in TIF, JPG, or PDF format
- Transfer of media:** Only digital files will be accepted. Submissions should be made via email.

BOOKINGS

For ad bookings or further information:

UNB Associated Alumni

13 Bailey Drive, PO Box 4400
Fredericton, NB, E3B 5A3

T: 506.453.4847
E: alumni@unb.ca

BLEED: ———
Extend images, photos and solid backgrounds 1/8in beyond the edge of the page to allow for trimming.

TRIM: ———
8 1/8in x 10 3/4in
Indicates the finished page size.

TEXT SAFE: ———
Keep all text and other critical information within a safety margin of 1/4in from the edge of the page.

FULL PAGE
8 1/8 in x 10 3/4 in

HALF-PAGE
- vertical -
4 1/26 in x 10 3/4 in

HALF-PAGE
- horizontal -
8 1/8 in x 5 3/8 in

QUARTER PAGE
- vertical -
4 1/16 in x 5 3/8 in

QUARTER PAGE
- horizontal -
8 1/8 in x 2 1/2 in

ADVERTISING DEADLINES

Issue	Booking	Material	Distribution
Winter	September 6	October 4	December
Summer	March 22	April 30	June

Please note, our editorial calendar is subject to change and refinement. To view past issues of UNB Alumni News, visit unb.ca/alumni/magazine