

# UNB ALUMNI NEWS

## RATE CARD 2020

### Official Publication of the UNB Associated Alumni

*Alumni News* keeps alumni and friends of the University of New Brunswick informed of the activities of the Associated Alumni, and shares stories of alumni and of life at the university.

*Alumni News* is the primary communications vehicle between UNB and our 85,000+ graduates around the world - graduates who are well-educated and have impact on their communities, whether it be in New Brunswick or beyond.

### ABOUT OUR PUBLICATION

*Alumni News* is distributed twice per year - fall/winter and spring/summer.

In 2020, each edition of *Alumni News* will be distributed to approximately 60,000 alumni and donors in Canada, the US and internationally, as well as to all UNB faculty and staff.

*Alumni News* readers constitute a largely professional group of high-income earners. 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.

In a 2013 UNB survey, a majority of people said *Alumni News* was their primary source of information about UNB.

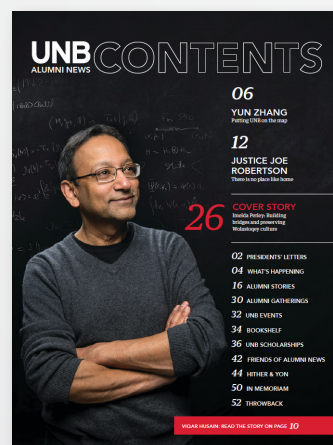
### DEMOGRAPHICS

#### Where our alumni live: CANADA

New Brunswick .....	35,800
Newfoundland & Labrador .....	1,260
Nova Scotia .....	4,290
Prince Edward Island .....	1,620
Quebec .....	1,280
Ontario .....	9,875
Manitoba .....	240

Saskatchewan .....	220
Alberta .....	2,585
British Columbia .....	1,975
Northwest Territories & Nunavut ..	150

<b>UNITED STATES</b> .....	2,070
<b>INTERNATIONAL</b> .....	6,160



### Age range of UNB alumni:

DECADE OF GRADUATION	# OF ALUMNI
Pre-1950s .....	219
1950s .....	830
1960s .....	3,370
1970s .....	8,400
1980s .....	10,530
1990s .....	13,540
2000s .....	18,590
2010s .....	17,635

## UNB 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 (no bleed) .....	\$700

## MECHANICAL SPECIFICATIONS

**Printing:** Heat-set, four-colour web offset press  
**Stock & 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, FTP or online transfer.

## BOOKINGS

For ad bookings or further information:  
**UNB Associated Alumni**  
 13 Bailey Drive, PO Box 4400  
 Fredericton, NB  
 E3B 5A3

**T:** 506.453.4847  
**F:** 506.453.4616  
**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 1/8in x 10 3/4in

### HALF-PAGE - vertical -

4 1/2in x 10 3/4in

### HALF-PAGE - horizontal -

8 1/8in x 5 3/8in

### QUARTER PAGE - vertical -

4 1/6in x 5 3/8in

### QUARTER PAGE - horizontal -

8 1/8in x 2 1/2in

## ADVERTISING DEADLINES

Issue:	Booking:	Material:	Distribution:
Fall/Winter	September 6	October 4	November
Spring/Summer	March 23	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/alumninews](http://unb.ca/alumninews)