Who reads *The Pennsylvania Gazette*?

Today’s corporate, cultural, and intellectual leaders: active, influential men and women who are both affluent and highly involved in their communities and their world. They are significantly above average in educational level, financial success, and spending habits. More than a third hold post-graduate degrees and work in top management positions. Their median household income is $189,092, and their median household assets total $2,446,375. They rank at or near the top in public engagement, frequency of travel, participation in cultural, social, and other leisure activities, and consumption of luxury products. Their lifestyles offer advertisers a broad spectrum of interests and affinities, along with the financial means to pursue them.*

*The Pennsylvania Gazette* provides an environment that its readers relate to, believe in, and trust. In a survey of *Gazette* readers, two-thirds of recipients reported reading four or more issues per year, and a majority read all six. Large majorities rated as excellent or very good the quality of the magazine’s writing (75%) and graphics (64%). More than 80% of the readers considered the magazine a reliable, objective news source and said that receiving it is important to them. Nearly 25% pass the magazine along to one or more other people, and 21% have responded to an ad in the *Gazette*.

The recipient of numerous awards for writing and design, the *Gazette* presents thought-provoking articles and information about the University campus along with alumni notes and comment. Written for, about, and frequently by, alumni, the *Gazette*’s viewpoint is as wide-ranging as the readership it serves and is committed to reinforcing the richness and diversity of the Penn experience.

*Source: 2007 Mendelsohn Affluent Survey*
Contractual Conditions

1. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates.

2. In the event that no acceptable copy for contracted space is furnished by closing date, the Gazette reserves the right to repeat a previous advertisement or, if none exists, to charge for the reserved space.

3. All advertisements are accepted and published by the Gazette upon the representation that the agency and advertisers are authorized to publish the entire contents and subject thereof.

   In consideration of the Gazette’s acceptance of such advertisements for publication, the agency and advertiser will indemnify and save the Gazette harmless from and against any loss or expense, including without limitation reasonable attorney’s fees, arising out of publication of such advertisements, including without limitation those resulting from claims or suits for libel, violation of rights of privacy, plagiarism and copyright and trademark infringement.

4. The Gazette reserves the right to reject or cancel any advertising which in its opinion does not conform to the standards of the publication.

5. The Gazette will not be liable to advertisers because of any failure to perform due to labor disputes, accidents, fires, acts of God, or other contingencies beyond the publication’s control. Further, the Gazette shall not be liable for damages if for any reason it fails to publish any advertisement.

6. The Gazette is not responsible for errors in key numbers or other type not set by the advertiser.

7. Advertisers who desire to use the University’s name, coat of arms, or any other University logo, or to reproduce distinctive scenes or landmarks on campus, must obtain written consent for their use by contacting the University of Pennsylvania, Center for Technology Transfer, 3700 Market Street, Ste. 300, Philadelphia, PA 19104-3142, tel: 215/573-4500.

Address all advertising correspondence to:

Linda Caiazzo, The Pennsylvania Gazette
3910 Chestnut Street, Third Floor
Philadelphia, PA 19104-3111
TEL 215.898.6811  FAX 215.573.4812
EMAIL caiazzo@upenn.edu  www.upenn.edu/gazette

Represented nationally by the Ivy League Magazine Network
The Pennsylvania Gazette

Specifications

Ad Sizes

All measurements in inches

Bleed page .................. 8 5/8 x 11 1/8
Full page .................... 7 x 9 1/2
2/3 page ..................... 4 5/8 x 9 1/2
1/2 page ...................... 7 x 4 9/8
1/3 page vertical ........... 2 1/4 x 9 1/2
1/3 page square ............ 4 5/8 x 4 9/8
1/6 page ...................... 2 1/4 x 4 5/8
1/12 page .................... 2 1/4 x 2 3/8

- Trim size of page: 8 3/8 x 10 7/8
- Minimum 4-color size: 1/3 page
- Column depth: 9 1/2
- 3 columns per page

Deadlines

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>INSERTION ORDER</th>
<th>AD MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept</td>
<td>Oct</td>
<td>7/10</td>
</tr>
<tr>
<td>Nov</td>
<td>Dec</td>
<td>9/10</td>
</tr>
<tr>
<td>Jan</td>
<td>Feb</td>
<td>11/10</td>
</tr>
<tr>
<td>Mar</td>
<td>Apr</td>
<td>1/10</td>
</tr>
<tr>
<td>May</td>
<td>Jun</td>
<td>3/10</td>
</tr>
<tr>
<td>Jul</td>
<td>Aug</td>
<td>5/10</td>
</tr>
</tbody>
</table>

Other than preferred positions, the Gazette reserves the right to modify orders for specified positions to meet publication requirements and policy. Minimum size required for preferred position is full page.

Advertising Material Requirements

PDF CHECKLIST

☐ Correct ad size
☐ If full-page bleed, include 1/8" bleed and crop marks
☐ All fonts are active
☐ Fonts are embedded
☐ Fonts are not menu styled
☐ All images are linked and updated
☐ Images are either Grayscale or CMYK (no RGB)
☐ Photo resolution is 300 dpi
☐ Lineart resolution is between 1200 and 2400 dpi
☐ Created color is CMYK (make sure “spot color” is not checked)

We also accept EPS, PHOTOSHOP, or INDESIGN (Mac) formats. Pagemaker and Quark ads are not accepted—please convert them to PDF.

EPS, PHOTOSHOP, INDESIGN: SUPPORTING FILES CHECKLIST

☐ Correct ad size
☐ If full-page bleed, include 1/8" bleed and crop marks
☐ All screen and printer fonts, in PostScript format, are included
☐ All images, in Photoshop or Illustrator format, are included
☐ Images are either Grayscale or CMYK (no RGB)
☐ Photo resolution is 300 dpi
☐ Lineart resolution is between 1200 and 2400 dpi
☐ Created color is CMYK (make sure “spot color” is not checked)

MEDIA

CD-ROM, DVD, or via e-mail: cgontare@ben.dev.upenn.edu

☐ Supply a laser proof that matches the supplied ad.
☐ If you would like to provide material in a format other than described above, please contact us well in advance of the materials deadline so we can make other accommodations.
☐ Publisher reserves the right to attempt to match second colors by using process colors.
☐ Reproduction quality is at the advertiser's risk if publisher's specifications are not met or if material is received after closing date, even if on extension.

Address all advertising correspondence to:

Linda Caiazzo, The Pennsylvania Gazette
3910 Chestnut Street, Third Floor
Philadelphia, PA 19104-3111
TEL 215.898.6811 FAX 215.573.4812
EMAIL caiazzo@upenn.edu  ■ www.upenn.edu/gazette

Represented nationally by the Ivy League Magazine Network
National Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>Full page</th>
<th>B&amp;W Full page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-color</td>
<td>$ 13,440</td>
<td>$ 8,880</td>
</tr>
<tr>
<td>2/3 page</td>
<td>10,080</td>
<td>7,200</td>
</tr>
<tr>
<td>1/2 page</td>
<td>9,120</td>
<td>5,520</td>
</tr>
<tr>
<td>1/3 page</td>
<td>6,000</td>
<td>4,080</td>
</tr>
<tr>
<td>1/6 page</td>
<td>3,120</td>
<td>2,160</td>
</tr>
<tr>
<td>Back cover</td>
<td>14,640</td>
<td>1,200</td>
</tr>
</tbody>
</table>

■ The Gazette currently mails to more than 243,000 alumni, faculty and staff of the University of Pennsylvania six times a year.
■ Frequency discounts are available on three or more insertions

Address all advertising correspondence to:

Linda Caiazzo, The Pennsylvania Gazette
3910 Chestnut Street, Third Floor
Philadelphia, PA 19104-3111
TEL 215.898.6811 FAX 215.573.4812
EMAIL caiazzo@upenn.edu www.upenn.edu/gazette

Represented nationally by the Ivy League Magazine Network