



ALUMNI ASSOCIATION

Advertising 2020 RATES



K-STATR
The Magazine for K-State Alumni Association Members
WINTER 2019

THE STORIES BEHIND K-STATE'S SAYINGS

GO 'CATS

PURPLE PRIDE

EAT 'EM UP

EMAW

EVERY MAN A WILDCAT

K-S-U

PURPLE PRIDE EVERY MAN A WILDCAT GO 'CATS EAT 'EM UP EAT 'EM UP K-S-U EMAW

K-STATER



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 41,000 alumni receive the *K-Stater* quarterly (March, June, September, December) in print and electronic formats and value it for in-depth university and alumni news, thought-provoking features and profiles and the 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.

K-STATER ADVERTISING

Showcase your business to more than 41,000 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.

Rates & Placement

Ads appear in the Class Notes and In Memoriam sections of the magazine except for the premium placement options. Cost reflected is per issue and full color.

	1x	2x	3x	4x	Currently reserved: Back cover Inside front cover Inside back cover
Inside covers	\$2,400	\$2,300	\$2,200	\$2,100	
Page 7	\$2,100	\$2,000	\$1,900	\$1,800	
Full page	\$1,950	\$1,840	\$1,730	\$1,625	
1/2 page	\$1,070	\$1,020	\$970	\$915	
1/4 page	\$580	\$540	\$510	\$475	

Preferred format is for print-ready ads 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).

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.

Deadlines for 2020

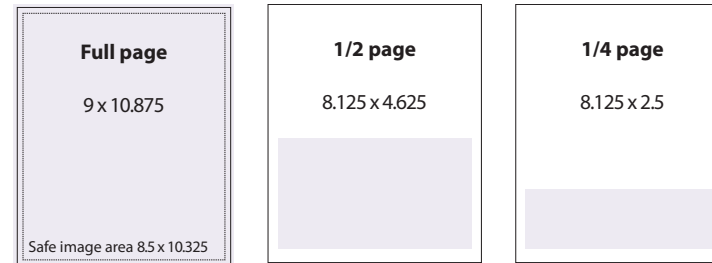
Most members receive the print magazine withing two weeks of the listed mail date. The digital magazine is available on the mail date.

	SPRING 2020	SUMMER 2020	FALL 2020	WINTER 2020
Reservations	Jan. 3	April 3	July 3	Oct. 2
Artwork	Jan. 13	April 14	July 15	Oct. 14
Mail date	March 2	May 21	Aug. 27	Nov. 18

Email artwork to advertising@k-state.com

SIZES

Finished magazine trim size: 9" x 10.875"



Full page size with bleed:
9.25 x 11.125

THE K-STATER IS MAILED TO

41K

K-STATE ALUMNI.

The *K-Stater* digital 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

#1

ALUMNI ASSOCIATION
 IN THE BIG 12
 CONFERENCE

based on percentage
 of graduates who are
 members.

75%

OF MEMBERS READ AT LEAST
 3/4 OF THE MAGAZINE.
 20% read at least 1/2 of it.
 Less than 5% read 1/4 or less.

Advertising Bonus!



All ads appear in the digital *K-Stater*, accessible online or the mobile app.

FULL AND 1/2 PAGE
 ADVERTISERS RECEIVE A FREE
 HOT LINK FROM THE DIGITAL
 EDITION TO YOUR WEBSITE.

ADDITIONAL ADVERTISING OPPORTUNITIES

Monthly e-newsletter ads

The @K-State monthly e-newsletter is sent to all K-State alumni (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 Ashley Pauls at apauls@k-state.com.



Questions?

Maria Childs '14 at mchilds@k-state.com
Assistant Editor of *K-Stater* magazine
785-532-5063

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.

