



# Advertising

## 2018 RATES



# K-STATER

**HELPING INTERNATIONAL STUDENTS**

**K-STATE PROUD**

**OPEN/ALTERNATIVE TEXTBOOK INITIATIVE**

**ALUMNI NEWS**

**AT&T**

**Pedaling progress**

Biking culture, access continue to evolve on campus, in community

**Call, Hall**

A look at K-State's famous ice cream from cow to cone

**K-STATER**

The magazine for K-State Alumni Association members | FALL 2017

**Call, Hall**

A look at K-State's famous ice cream from cow to cone

**PURPLE PRIDE Worldwide**

**K-State Homecoming Oct. 15-21**

**Homecoming week events**

**ALL WEEK**

**THURSDAY, OCT 19**

**FRIDAY, OCT 20**

**SATURDAY, OCT 21**

**AT&T**



**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
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
1/3 page	\$735	\$690	\$645	\$605
1/4 page	\$580	\$540	\$510	\$475

**Currently reserved:**  
Back cover  
Inside front cover  
Inside back cover

Contact Linda Cook for future opportunities, LCook@K-State.com or 785-532-5051.

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 2017-18

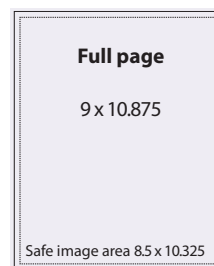
Most members receive the print magazine withing two weeks of the listed mail date. The digital magazine is available on the mail date.

	WINTER 2017	SPRING 2018	SUMMER 2018	FALL 2018	WINTER 2018
Reservations	Oct. 3	Jan. 4	April 4	July 5	Oct. 3
Artwork	Oct. 13	Jan. 12	April 13	July 16	Oct. 12
Mail date	Nov. 21	Feb. 23	May 25	Aug. 30	Nov. 20

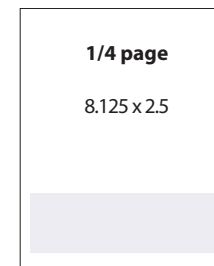
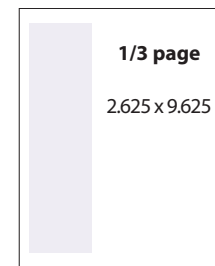
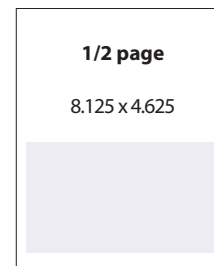
Email artwork to [Advertising@K-State.com](mailto:Advertising@K-State.com)

## SIZES

Finished magazine trim size: 9" x 10.875"



Bleed allowance 0.125



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.

Stats from October 2016

## Advertising Bonus!



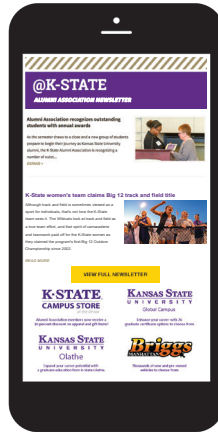
All ads appear in the digital *K-Stater*, accessible online or the mobile app.

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 Linda Cook at [LCook@K-State.com](mailto:LCook@K-State.com).



## Questions?

Linda Cook at [LCook@K-State.com](mailto:LCook@K-State.com)  
Assistant Vice President of Communications  
785-532-5051

Lindsay Porter at [LPorter1@K-State.com](mailto:LPorter1@K-State.com)  
Associate editor  
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 deceptive, 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.

