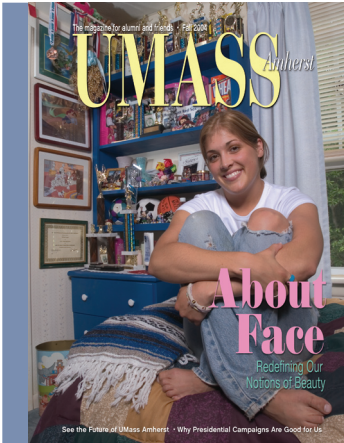


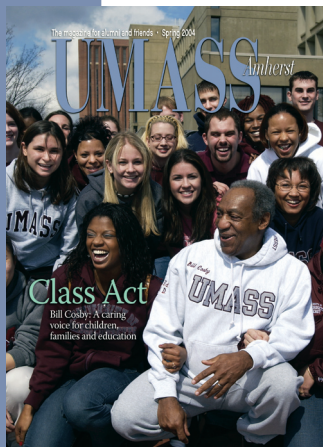
The magazine for alumni and friends

# UMASS *Amherst*

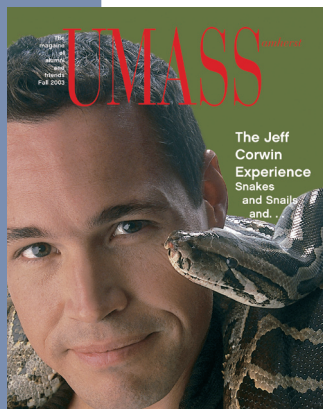
UMass Amherst magazine  
Munson Hall • University of Massachusetts  
Box 36015 • Amherst, MA 01003-6015  
www.umassmag.com • umassmag@admin.umass.edu  
413-545-2991 • fax: 413-545-3053



Fall 2004



Spring 2004



Winter 2004

## *You know UMass Amherst. Make sure it knows you.*

You know UMass Amherst. It's a community of exceptional people just like you: successful, energetic and engaged in the world's affairs.

Three times a year *UMass Amherst* magazine reaches into the living rooms, kitchens, and offices of nearly 200,000 alumni, faculty, staff, donors and friends. They are urban, suburban and rural; older and bolder, elderly and retired; looking for career connections or nesting with children. They're geographically concentrated in New England but also live and roam around the world. They scout out the new and learn from the past.

Whether they are some of our country's leading academic and professional firebrands or steadfast nine-to-fivers, *UMass Amherst* readers have the means to be well-informed consumers, seeking quality in everything from their morning coffee to their retirement funds. A majority claim household incomes of \$100,000 or more, and more than 25 percent have earned advanced degrees.

And they're faithful readers. Research has shown that alumni magazines garner some of the highest read-through percentages and loyalty among all periodicals. It makes sense: *UMass Amherst* readers are devoted to the magazine for its coverage of the vibrant UMass Amherst community—their community, *your* community.

*I just finished reading the latest UMass alumni magazine and said WOW! The articles were articulate, interesting and in-depth. The article on Bill Cosby was fabulous. I was especially impressed with such well-written stories regarding alumni outside of the Pioneer Valley. I found it very interesting to hear about the successful alumni who have left the area. Thank you and keep up the great work!*

—Katherine (Kane) Farrington '86  
Overland Park, Kansas

It's our business to bring the compelling stories of *UMass Amherst* to nearly 200,000 alumni. Our business can be good for your business, too. Tell the UMass Amherst community about your business with an ad in *UMass Amherst* magazine.

*Advertising in UMass Amherst magazine has provided us a unique opportunity to reach out to and communicate with UMass Amherst alumni.*

—Leslie Granese, Director, UMass Online

The magazine for alumni and friends

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## **UMass Amherst: Thought-provoking. Award-winning.\***

Recent topics:

Presidential campaign rhetoric  
Antiquarian books  
Arboriculture  
Bay State-UMass Amherst Biomedical Research Center  
Wind farms  
Boston Harbor Islands National Park  
Monster.com, created by Jeff Taylor '01  
Eric Carle Museum of Picture Book Art  
Nanotechnology  
Landscape architecture and urban design  
Preserving Native American languages

—and so much more.

\* Chief photographer Ben Barnhart was named 2002 bronze medalist Photographer of the Year by the Council for Advancement and Support of Education Award

## **UMass Amherst: A creative way to support your alma mater.**

“Postcards from Amherst,” sponsored by the Barletta Company, helped support both the magazine and UMass artists by funding the commission of six works by alumni, students and faculty. The very different UMass scenes painted by these artists ranged from faculty member Barbara Johnson’s, 1894 *Horse Barn*, to student Michael Ellis’s, *UMass Intersection*. Alumni Scott Prior’s ’71 painting, *Blimp, Buildings and Bovines*, proved so popular with our readers that a limited edition giclee print was made available for sale, providing yet another source of revenue for the university.

## **UMass Amherst: A great place to advertise your business.**

When you advertise in *UMass Amherst* magazine, you’re in good company:

Boston Pops  
Coca-Cola  
Efollett.com  
Gazettenet.com  
Goodline USA  
Gravity Switch  
Kaplan Testing  
Lathrop Communities  
Liberty Mutual Insurance  
The Huntington at Nashua  
UMass Online  
Washington Mutual Home Loans

**Conditions of acceptance:**

The editor reserves the right to refuse any advertising deemed counter to the tenor of the magazine or the interests of the university. All advertising submitted is expected to meet reasonable standards of truthfulness. Any imagery employing elements of the campus's visual identity system must respect guidelines overseen by University Advancement Communications.

**General terms and conditions:**

All advertisements submitted with or without this order form are governed by the following terms and conditions:

- A. The publisher reserves the right to reject or cancel any advertisement, insertion order or placement guarantee at any time without cause. All ads must conform to the high standards of *UMass Magazine* and, in the publisher's estimation, be suitable for publication. Only publication of an ad shall constitute final acceptance.
- B. Publication of an advertisement does not necessarily imply endorsement by the publisher and/or the Editorial Advisory Board of *UMass Magazine*.
- C. All advertisements are accepted with the understanding that the advertiser (and its agency) warrants that they have the rights to publish the entire content thereof, as submitted. By submitting an advertisement for publication the advertiser and its agency are agreeing to indemnify, defend and hold the University of Massachusetts, its trustees, officers and employees harmless against any expense or loss by reason of any claims arising out of publication in either printed or electronic form. Furthermore, the advertiser and its agency are responsible for any legal fees and/or judgments issued against *UMass Magazine* related to the publication of any submitted advertisements.
- D. Ad placement is at the sole discretion of the publisher. Guaranteed placement is subject to change at the publisher's sole discretion without notice and without cause. The publisher reserves the right to give better placement than specified at no additional charge. The final solution for misplacement of an ad shall be the cost of the placement guarantee. Previous placement does not guarantee future placement.
- E. All artwork and revisions are due at the *UMass Magazine* office at Amherst, Massachusetts, by the camera-ready date. Cancellations of signed insertion orders must be received, in writing or by e-mail, by the space reservation deadline. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God or other contingencies beyond the publisher's control, including but not limited to: flood, fire, riot, explosion, embargo, earthquake, labor or material shortages.
- F. The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any errors will not exceed the cost of the advertisement.
- G. Rates and conditions are subject to change without prior notice.
- H. Advertisers not known by *UMass Magazine* may be required to prepay for their first insertion. Otherwise, advertisers in good standing will be billed with net 30 terms.
- I. A late charge of 1.5 percent monthly may be added to overdue accounts.
- J. No agency commission is offered. However, individual requests will be considered on a case-by-case basis.
- K. All ads may have electronic links on our web site (<http://www.umass.edu/umassmag>). This is a complimentary service and is not guaranteed by placing a print ad with *UMass Magazine*. The publisher will not be held liable for any loss of business or damages due to electronic publication or lack of publication.

**Display ads in UMass Magazine**

Circulation 180,000

Frequency\* 1x 2x 3x

**Black & white:**

full page	3600	3350	3240
2/3 page	2700	2510	2430
1/2 page	2160	2010	1940
1/3 page	1440	1340	1290
1/4 page	1170	1070	1040
1/6 page	790	730	710
1/12 page	540	500	480
1/24 page	360	330	320
CoverII/III:	4800	4460	4320

**Two-color:**

(black plus one process color)

full page	4320	4020	3890
2/3 page	3240	3010	2920
1/2 page	2590	2410	2330
1/3 page	1730	1610	1560
1/4 page	1400	1300	1250
1/6 page	950	880	855
1/12 page	650	600	530
1/24 page	430	400	390
CoverII/III	5760	5360	5180

**Four-color:**

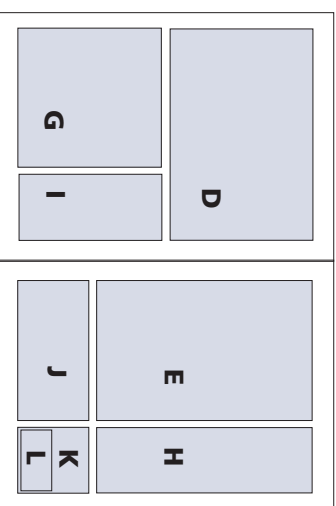
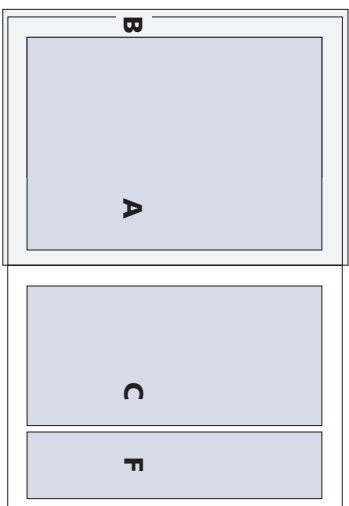
full page	5040	4690	4640
2/3 page	3780	3520	3400
1/2 page	3020	2810	2720
1/3 page	2020	1880	1820
1/4 page	1630	1520	1450
1/6 page	1110	1030	1000
1/12 page	760	710	680
1/24 page	500	460	450
CoverII/III	6720	6250	6050

Bleeds: add 10%

Preferred position: add 10%

\* Frequency discounts apply to contracted placements in consecutive issues.

Bind-in insertions, onsets, coupons, and the like will be individually quoted.



**Ad dimensions:**

(horizontal x vertical)

- (A)** full page non-bleed 6.85" x 9.5"
- (B)** bleed 8.25" x 11.25"
- (C)** 2/3 page two column/vertical 4.5" x 9.5"
- (D)** 1/2 page three column/horiz. 6.85" x 4.625"
- (E)** two column/vertical 4.5" x 7"
- (F)** 1/3 page one column/vertical 2.125" x 9.5"
- (G)** two column/square 4.5" x 4.625"
- (H)** 1/4 page one column/vertical 2.125" x 7"
- (I)** 1/6 page one column/vertical 2.125" x 4.625"
- (J)** two column/horiz. 4.5" x 2.250"
- (K)** 1/12 page one column/square 2.125" x 2.250"
- (L)** 1/24 page one column/horizontal 2.125" x 1"

**Production details:**

Trim size: 8" x 10 3/4"  
 Print area: 6 7/8" x 9 3/8"  
 Bleed pages: 8 1/4" x 11 1/8"  
 Process: Web offset  
 Binding: Saddle stitched  
 Line screen or DPI: 133-150 or 300 dpi

**Materials to be furnished:**

Digital files preferred. Necessary and/or requested design and production services billed to client. For information contact:

Linda Cahillane  
 phone – 413.545.2991  
 fax – 413.545.3824  
 lcahillane@admin.umass.edu

**Schedule:**

Reserve space by: Non-camera ready due: Camera-ready date: Issue & mail date:

July 16	July 21	July 30	Sept. 15	FALL
Dec. 1	Dec. 15	Dec. 31	Feb. 1	WINTER
March 6	March 13	March 30	May 15	SPRING

\*When due dates fall on weekends or holidays, read next business day. Dates subject to change.

**To reserve space, contact:**

Linda Cahillane  
 phone – 413.545.2991  
 fax – 413.545.3053  
 umassads@admin.umass.edu

## UMass Amherst magazine circulation

Total distribution: 188,000

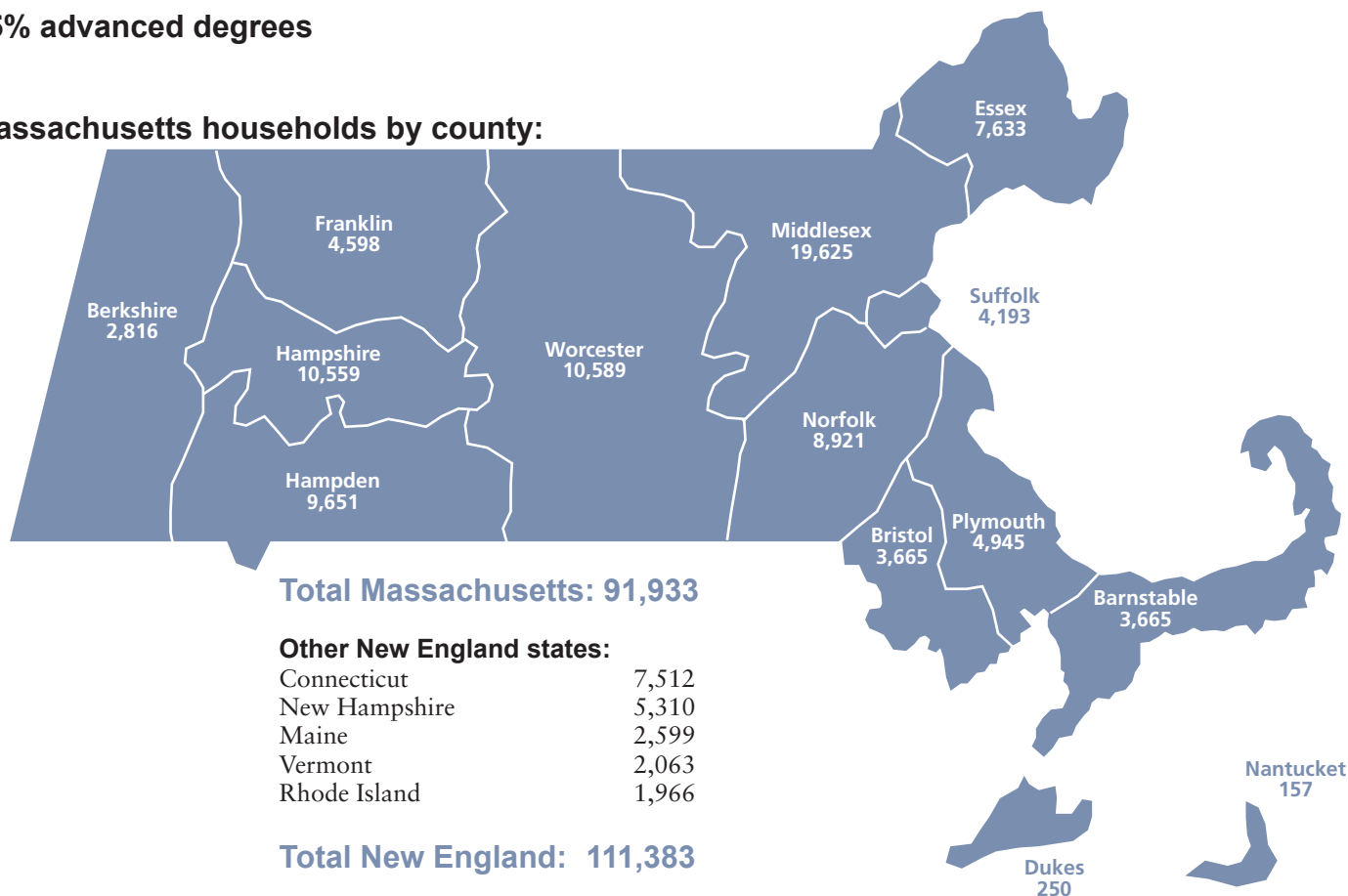
### Readership

53% male

47% female

25% advanced degrees

### Massachusetts households by county:



### Other New England states:

Connecticut	7,512
New Hampshire	5,310
Maine	2,599
Vermont	2,063
Rhode Island	1,966

**Total New England: 111,383**

### Other Atlantic states:

New York	9,905
New Jersey	4,906
Florida	5,296
Pennsylvania	2,834
Virginia	3,198
Maryland	2,674
North Carolina	1,636
Georgia	1,428
District of Columbia	569
South Carolina	588
Delaware	312

**Total Eastern Seaboard: 144,729**

### Other U.S. states:

<b>West Coast: 10,920</b>	<b>Southwest: 3,341</b>
California 8,129	Texas 1,867
Washington 1,389	Arizona 1,091
Oregon 847	New Mexico 383
Hawaii 334	<b>Midwest: 5,604</b>
Alaska 221	Illinois 1,441
<b>Mountain states: 2,312</b>	Ohio 1,223
Colorado 1,426	Michigan 862
Nevada 309	Minnesota 611
Utah 199	Indiana 466
Idaho 148	Wisconsin 463
Montana 146	Missouri 371
Wyoming 84	Iowa 167

<b>South: 1,560</b>	<b>Plains states: 438</b>
Tennessee 521	Kansas 168
Kentucky 262	Oklahoma 113
Louisiana 216	Nebraska 92
Alabama 219	South Dakota 39
West Virginia 144	North Dakota 26
Arkansas 105	
Mississippi 93	

Contact: **Carol Cambo or Linda Cahillane**  
**413-545-2991**  
**413-545-3053 (fax)**  
 umassads@admin.umass.edu