

Alumni Gazette

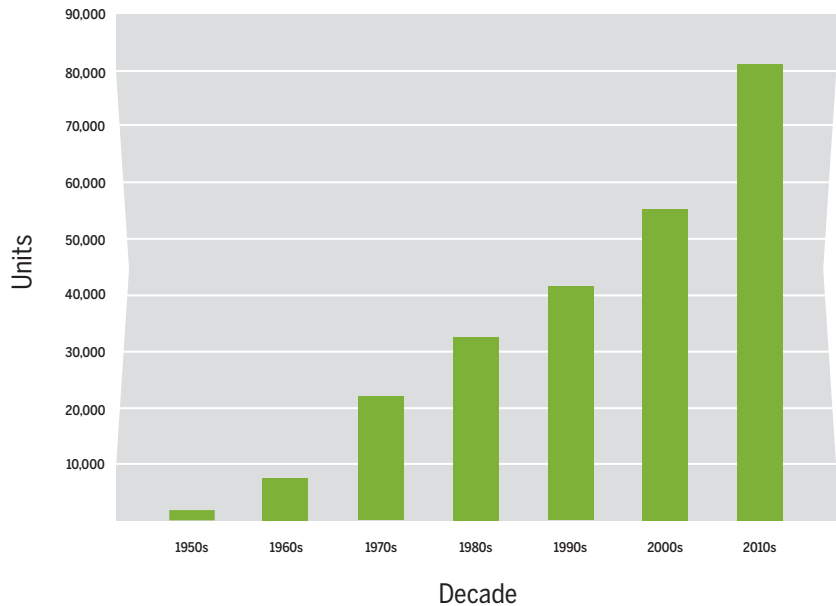


Effective December 13, 2019

Great Value for Exceptional Reach

Advertising in the Western Alumni Gazette is a great way to reach an exclusive group of highly educated and loyal readers with above average incomes. Published once a year in September, the Western Alumni Gazette is mailed to the homes of more than 242,000 Western graduates in 150 countries around the world. Approximately 90% of these alumni live in Ontario.

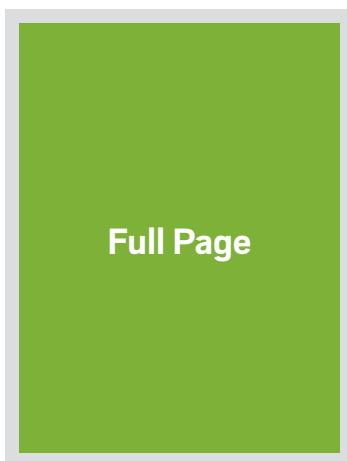
The Alumni Gazette is also distributed throughout campus in magazine racks to an audience of staff, students and faculty.



Advertising Rates (Fall 2020 Issue)

Ad material due date: July 3, 2020

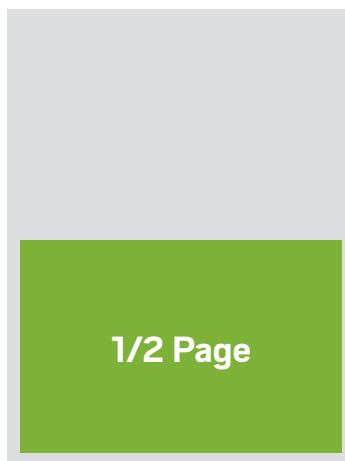
Mailing date: September 21, 2020 (approximately)



Full Page

\$4,500

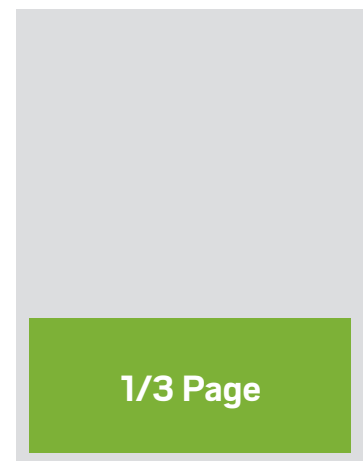
7.639" wide x 10.236" high
(550 pt x 737 pt)



1/2 Page

\$3,100

7.639" wide x 5.042" high
(550 pt x 363 pt)



1/3 Page

\$2,800

7.639" wide x 3.208" high
(550 pt x 231 pt)



Formats and Specifications for Supplied Artwork

Proofed artwork should be supplied in CMYK format (NO pantone colours).

All ads are situated inside the Alumni Gazette page margins and therefore **do not require bleed**. For this reason, you may wish to include a border around your ad to define it's boundaries visually.

Acceptable formats:

- High-resolution PDF file
- Flattened PSD or TIF file
- Illustrator AI or EPS file (with all fonts outlined)

File Delivery

Ads can be submitted via email to advertise@uwo.ca

Please label files logically and include advertiser name in the subject line.

alumnigazette.ca

Contact

For more information, visit us online at alumnigazette.ca or feel free to contact:

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