ADVERTISING RATES >>

150,000 circulation base rate. Published quarterly.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>FREQUENCY</th>
<th>BASE RATE</th>
<th>AGENCY</th>
<th>NON-PROFIT</th>
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<td>Spread (facing pages)</td>
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<td>$12,000</td>
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All rates rounded to nearest $10. Agency rate is net of 15% commission.
Non-Profit rate reflects a 20% discount for verified 501(c)(3) organizations.
Fractional space (1/6 or 1/3 page) is sold at a flat rate and may not be combined to create larger ads.
Insert, tip-in and gatefold rates on request.

DISCLAIMER
UCLA will review and approve all content and advertising graphics.

READER DEMOGRAPHICS >>

Our readers are well-educated professionals, concentrated in California.

Typical Distribution (based on July 2014 issue)
76,500 Blue, gold and life members, UCLA Alumni Association
57,000 Donors
7,000 Parents of incoming freshmen and transfers
9,000 UCLA faculty, administration and managerial staff
750 Misc (government, other institutions, licensees)

Note: Member/donor ratio may shift from issue to issue

Gender: 53% male, 47% female
Average age: 50-54
Average income: $125,000 to $150,000
Geographical distribution: 85% California, 15% other U.S.
DIMENSIONS >>

- BACK COVER
  Trim: 8 3/4" x 8 7/8"
  Bleed: add 1/8" to right side, left side and bottom

- ONE-THIRD PAGE VERTICAL
  (single column)
  2 3/8" x 9 3/4"

- FULL PAGE COVER 2 & 3
  Trim: 8 3/4" x 10 7/8"
  Print Area: 7 3/4" x 9 3/4"
  Bleed: add 1/8" to all sides

- ONE-THIRD PAGE ISLAND
  (two columns wide)
  5" x 4 3/4"

- ONE-SIXTH PAGE
  (one column wide)
  2 3/8" x 4 3/4"

PRODUCTION REQUIREMENTS >>

UCLA Magazine is printed by five-color web and is perfect-bound. Material specifications/SWOP standards apply.

- Trim Size: 8 3/4" x 10 7/8"
- Live Area: 7 3/4" x 9 3/4"
- Bleed: Add 1/8" to all sides (9" x 11-1/8" minimum)
- Screen: 133 recommended
- Color: CMYK

Final artwork should be submitted as a high-resolution PDF (at least 300 DPI). No RGB or Spot Colors. Files should be submitted via e-mail (up to 10 MB) or download link.

SCHEDULE FOR 2015-16 ISSUES >>

<table>
<thead>
<tr>
<th>COVER DATE</th>
<th>DROP DATE*</th>
<th>SPACE RESERVATION</th>
<th>ARTWORK DUE</th>
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<td>07/29/15</td>
<td>08/12/15</td>
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<tr>
<td>January ’16</td>
<td>12/18/15</td>
<td>10/28/15</td>
<td>11/12/15</td>
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<td>April ’16</td>
<td>03/18/16</td>
<td>01/27/16</td>
<td>02/10/16</td>
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<td>08/10/16</td>
</tr>
</tbody>
</table>

*Drop dates are approximate. Majority of copies are distributed in advance of cover date.

CONTACT INFO >>

ADVERTISING INQUIRIES, FORMS AND ARTWORK
UCLA Magazine
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310.794.6879 Fax 310.405.6122

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Fax 310.405.6122

Checks should be made payable to UC Regents and mailed to:
UCLA Magazine c/o Emerson Tat
10920 Wilsbire Blvd. Suite 1000
Los Angeles, CA 90024

MAGAZINE.UCLA.EDU