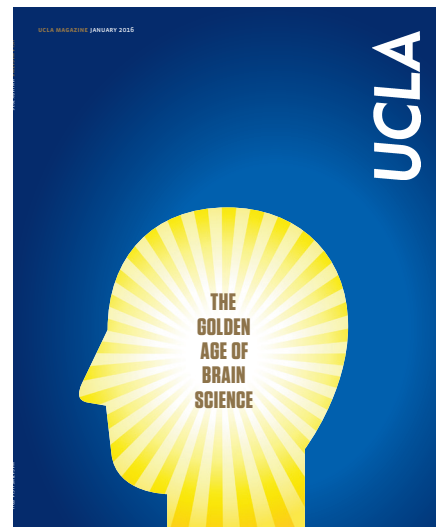


UCLA Magazine

Rate Card 2016-2017



ADVERTISING RATES >>

150,000 circulation base rate. Published quarterly.

AD SIZE	FREQUENCY	BASE RATE	AGENCY	NON-PROFIT
Spread (facing pages)	1x	\$12,000	\$10,200	\$9,600
	2x	\$11,400	\$9,600	\$9,000
	4x	\$10,800	\$9,000	\$8,400
Full page	1x	\$6,200	\$5,270	\$4,960
	2x	\$5,890	\$4,960	\$4,650
	4x	\$5,580	\$4,650	\$4,340
Cover 2 & 3	1x	\$6,820	\$5,800	\$5,460
	2x	\$6,480	\$5,460	\$5,120
	4x	\$6,140	\$5,120	\$4,770
Cover 4	1x	\$7,440	\$6,320	\$5,950
	2x	\$7,070	\$5,950	\$5,580
	4x	\$6,700	\$5,580	\$5,210
One-Third Page	1x	\$1,500	n/a	n/a
One-Sixth Page	1x	\$800	n/a	n/a

- 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

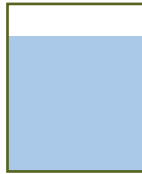
Gender: 53% male, 47% female

Average age: 50-54

Average income: \$125,000 to \$150,000

Geographical distribution: 85% California, 15% other U.S.

DIMENSIONS >>



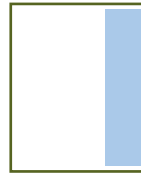
BACK COVER

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



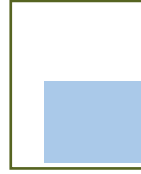
FULL PAGE COVER 2 & 3

Trim: 8 3/4" x 10 7/8"
Print Area: 7 3/4" x 9 3/4"
Bleed: add 1/8" to all sides



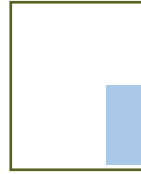
ONE-THIRD PAGE VERTICAL

(single column)
2 3/8" x 9 3/4"



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 2016-17 ISSUES >>

COVER DATE	DROP DATE*	SPACE RESERVATION	ARTWORK DUE
October '16	09/15/16	07/27/16	08/10/16
January '17	12/21/16	10/27/16	11/10/16
April '17	03/17/17	01/26/17	02/9/17
July '17	06/19/17	04/28/17	05/12/17
October '17	09/15/17	07/26/17	08/9/17

*Drop dates are approximate. About 90% of copies are distributed in advance of cover date.

CONTACT INFO >>

ADVERTISING INQUIRIES, FORMS AND ARTWORK

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