UCCLA Magazine
Rate Card 2016-2017
## 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 10 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 2016-17 ISSUES >>

<table>
<thead>
<tr>
<th>COVER DATE</th>
<th>DROP DATE*</th>
<th>SPACE RESERVATION</th>
<th>ARTWORK DUE</th>
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<tbody>
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<tr>
<td>January ’17</td>
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<td>April ’17</td>
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<td>01/26/17</td>
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<td>July ’17</td>
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<td>08/9/17</td>
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</table>

*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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Fax 310.405.6122

Checks should be made payable to UC Regents and mailed to:
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10920 Wilshire Blvd. Suite 1000
Los Angeles, CA 90024

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