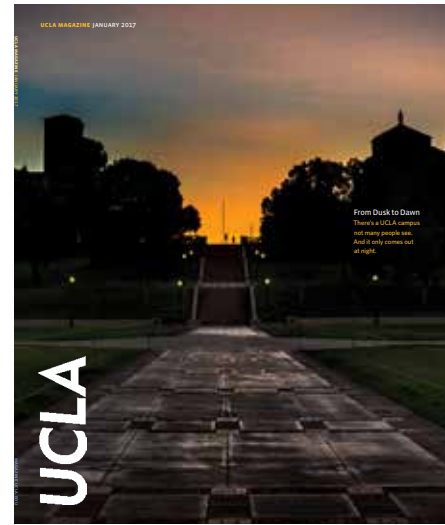


UCLA Magazine

Rate Card 2018-2019

MAGAZINE.UCLA.EDU



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
Inside Front/Inside Back Cover	1x	\$6,820	\$5,800	\$5,460
	2x	\$6,480	\$5,460	\$5,120
	4x	\$6,140	\$5,120	\$4,770
Outside Back Cover	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 (1/4 or 1/2 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 Magazine 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 2017)

- 70,000 Blue, gold and life members, UCLA Alumni Association
- 60,000 Donors
- 9,500 Parents of incoming freshmen and transfers
- 9,500 UCLA faculty, administration and managerial staff
- 1,800 Conference center visitors
- 810 Misc (government, other institutions, licensees)

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

Gender: 57% male, 43% female

Average age: 55

Geographical distribution: 82% California, 18% other U.S.

DIMENSIONS >>



OUTSIDE BACK COVER

Trim: 8¾" x 8¾"
Bleed: add ¼" to right side, left side and bottom



FULL PAGE INCLUDING INSIDE FRONT AND INSIDE BACK COVER

Trim: 8¾" x 10⅞"
Print Area: 7¾" x 9¾"
Bleed: add ¼" to all sides



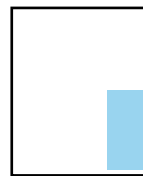
ONE-THIRD PAGE VERTICAL

(one column wide)
2⅜" x 9¾"



ONE-THIRD PAGE ISLAND

(two columns wide)
5" x 4¾"



ONE-SIXTH PAGE

(one column wide)
2⅜" x 4¾"

PRODUCTION REQUIREMENTS >>

UCLA Magazine is printed on a web press and is perfect-bound. Material specifications/SWOP standards apply.

- Trim Size:** 8¾" x 10⅞"
- Live Area:** 7¾" x 9¾"
- Bleed:** Add ¼" to all sides (9" x 11⅞" minimum)
- Screen:** 133 recommended
- Color:** CMYK

Submit final artwork as a high-resolution PDF (300 DPI, PDF/X-1a preferred) that includes **bleeds** and **crop marks**. No RGB or Spot Colors. Submit via e-mail (up to 10 MB) or provide a download link.

SCHEDULE FOR 2018-19 ISSUES >>

COVER DATE	DROP DATE*	SPACE RESERVATION	ARTWORK DUE
October '18	09/14/18	07/26/18	08/09/18
January '19	12/18/18	10/24/18	11/08/18
April '19	03/18/19	01/23/19	02/07/19
July '19	06/17/19	04/24/19	05/09/19
October '19	09/17/19	07/24/19	08/08/19

*Drop dates approximate due to multiple mailings.

CONTACT INFO >>

INQUIRIES AND ARTWORK

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BILLING QUESTIONS

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PAYMENT

Checks should be made payable to:
UC Regents

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