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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<tr>
<td>Spread (facing pages)</td>
<td>1x</td>
<td>$12,000</td>
<td>$10,200</td>
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<td>$11,400</td>
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<td></td>
<td>4x</td>
<td>$5,580</td>
<td>$4,650</td>
<td>$4,340</td>
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<tr>
<td>Cover 2 &amp; 3</td>
<td>1x</td>
<td>$6,820</td>
<td>$5,800</td>
<td>$5,460</td>
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<tr>
<td></td>
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<td>$6,480</td>
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<td>$4,770</td>
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<tr>
<td>Cover 4</td>
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<td>$6,320</td>
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<td>$6,700</td>
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<tr>
<td>One-Sixth Page</td>
<td>1x</td>
<td>$800</td>
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<td>n/a</td>
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</table>

- 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 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 >>**

- **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**
  - (one column wide)
  - 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

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

**SCHEDULE FOR 2017-18 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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<td>October ’17</td>
<td>09/15/17</td>
<td>07/26/17</td>
<td>08/09/17</td>
</tr>
<tr>
<td>January ’18</td>
<td>12/22/17</td>
<td>10/26/17</td>
<td>11/09/17</td>
</tr>
<tr>
<td>April ’18</td>
<td>03/16/18</td>
<td>01/25/18</td>
<td>02/08/18</td>
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<tr>
<td>July ’18</td>
<td>06/15/18</td>
<td>04/26/18</td>
<td>05/10/18</td>
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<td>October ’18</td>
<td>09/14/18</td>
<td>07/26/18</td>
<td>08/09/18</td>
</tr>
</tbody>
</table>

*Drop dates approximate due to multiple mailings.

**CONTACT INFO >>**

**INQUIRIES AND ARTWORK**
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310.794.6879

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Fax 310.405.6122

**PAYMENT**
Checks should be made payable to:  
UC Regents
Mail checks to:  
UCLA Magazine  
c/o Emerson Tat  
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Los Angeles, CA 90024