

U

UNIVERSITY OF CALGARY

Fresh. Inviting. Innovative.

Since 2005, the University of Calgary's premier publication, U, has been charting new territory by linking the University to the greater Calgary community and beyond. The magazine features the people who make the University what it is—the students, staff, professors and alumni—and the issues that make the University relevant in the lives of Calgarians and Canadians. U provides well-written, approachable content with news and research highlights, profiles, in-depth features and opinion columns, all designed to reflect the university's momentum, energy and excitement. U connects with Calgarians interested in their education and engaged in their community.

U is published three times a year and distributed to 115,000 alumni, students, donors, civic leaders and community members.



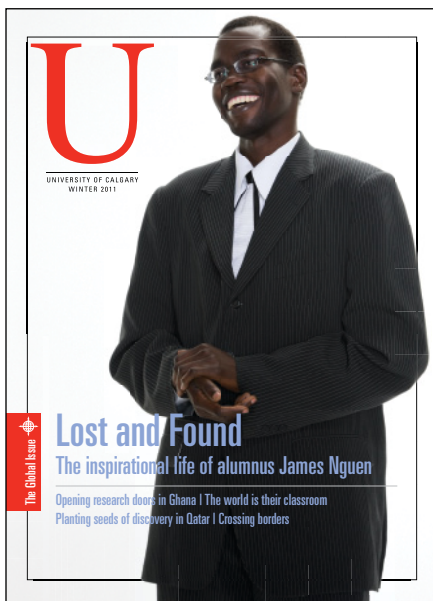
Demographics

Our readers are well-educated, affluent professionals.

- 39 percent have annual household incomes that exceed \$75,000
- 40 percent have annual household incomes of \$45,000–\$75,000
- 79 percent are age 20–49
- 84 percent are management, professionals or business owners
- 83 percent have Internet access

Circulation

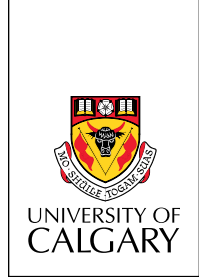
- Our publication offers access to a large Calgary and Alberta audience
- Approximately 68,000 households in Calgary (68 percent)
- More than 16,000 additional households throughout Alberta
- 14,000 Canadian households outside of Alberta
- City-wide distribution to select magazine stands
- Campus distribution to students, administrators, faculty and staff
- Nearly 70 percent of all alumni are in Calgary





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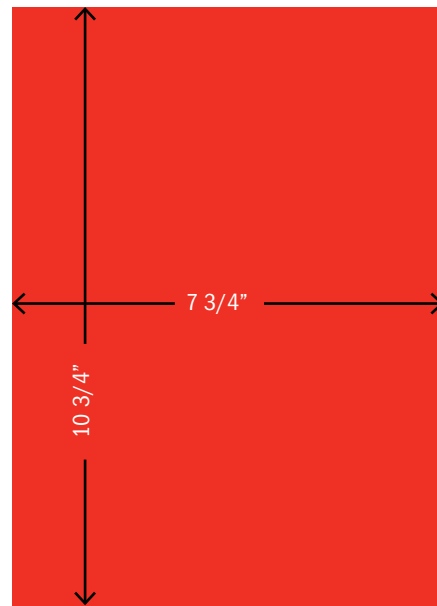


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RATE CARD 2012

MECHANICAL SPECIFICATIONS

- Printed on a heat-set web press as a 48-page self cover book.
- Trim size is 7 3/4" x 10 3/4".
- Allow a minimum of 1/4" for full page bleeds
- Ad material must be supplied as a print optimized pdf only with crops.
- Material must be supplied for a 133-line screen.

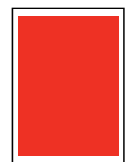


REDUCING OUR FOOTPRINT

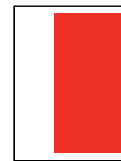
- U magazine is proudly printed on Nature Web 30 gloss stock using 30% recycled content.



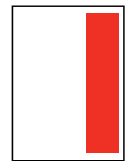
Full Page Bleed



Full Page



2/3 Page Vertical



1/3 Page Vertical

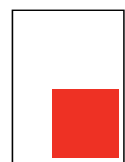
RATES

Size	Dimensions (inches)	1 X Rate (\$)	3 X Rate (\$)
Full page inside covers	7.75 x 10.75	2,960	2,480
Full page bleed	7.75 x 10.75	2,730	2,240
Full page	7.0 x 9.75	2,730	2,240
2/3 page	4.625 x 9.75	2,230	1,890
1/2 page	7.0 x 4.75	1,740	1,540
1/3 page vertical	2.25 x 9.75	1,380	1,180
1/3 page horizontal	7.0 x 3.125	1,380	1,180
1/3 page square	4.625 x 4.75	1,380	1,180
1/6 page	3.5 x 2.5	620	520

Where applicable GST will be added to the above rates on invoice.



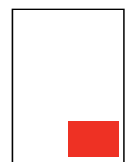
1/3 Page Horizontal



1/3 Page Square



1/2 Page



1/6 Page

DEADLINES

Issue	Booking	Material	Distribution
Winter 2012	November 22	December 6	February 7
Spring 2012	March 5	April 2	May 14
Fall 2012	July 13	August 3	September 14