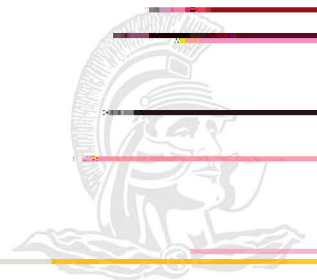


256
Adams
Administration
Troy, AL
36082

334-670-5830

Spring 2021

Dear TROY Friends,



TROY TODAY

VISION BECOMES REALITY

Janice Hawkins Cultural Arts Park brings unique international experience to Troy Campus

LESSONS FROM ROSA PARKS

Museum teaches determination, courage

CELEBRATING 130 YEARS

Even after 130 years, TROY's motto continues to celebrate the student experience



PRINT CIRCULATION

CIRCULATION SCHEDULE	
Spring Summer 2021	50,000+
Fall Winter 2021	50,000+
Spring Summer 2022	50,000+

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ADVERTISING SPACES

AD SIZES	TRIM	BLEED	COST
Inside Front or Inside Back Cover	8.375" x 10.875"	8.625" x 11.25"	\$2550
Inside Cover Spread	16.75" x 10.875"	17.1875" x 11.125"	\$4700
Spread	16.75" x 10.875"	17.1875" x 11.125"	\$3750
Back Cover	8.375" x 9"	8.875" x 9.1675"	\$2800
Premium full page	8.375" x 10.875"	8.625" x 11.25"	\$2350
Standard full page	8.375" x 10.875"	8.625" x 11.25"	\$2100
1/2 page horizontal	8.375" x 5.5"	8.625" x 5.7"	\$1050
1/2 page vertical	4.1875" x 10.875"	4.4" x 11.3"	\$1050

ADVERTISING SCHEDULES

	AD CLOSING COMMITMENT DUE*	ART WORK DUE	MAIL DATE
Spring Summer (April)	March 2022	March 2022	April 2022
Fall Winter (September)	September 2021	September 2021	October 2021

MAGAZINE PRINT MECHANICAL REQUIREMENTS

All creative materials should be provided in a digital format.

f = z l i i C z q % u - C a y o s l z Y q n] z ' g u] C e t \$ S e % u - C e

- Embedded images must be 300 dpi.
- Color images must be CMYK.
- All fonts (either Postscript or Type 1) must be embedded.
- Files containing RGB or LAB images will not be accepted.
- Provide color proof with advertisement.

AD PLACEMENT POLICIES

- @ = 3 J @ q O o O O U e z l z Y z Y a e z l t o a e f i " " z Y a O z U a e] Y O q a l l z g a O o O q o z l a e " sponsor or materials that do not meet University mission, strategic plan or other standards. \$ u e Y a e g z n z q g O Y S z q n A q O n q i i l u " O -] e " u a e] O g g l O q Y o e z O g g z A z q E H z] addresses used in ads must be accessible when the artwork is submitted.
- ; l z A o - z z a y l z i i C z q % u S u y a e - z O q o z l a e z Y e % g l l z g a O u e u u o y z q a z g z q] o a e z Y a e z q q z O q e z n u O O q Y g O g z e q O a u g l z S u - C e l z % A O g z n a e z O q o z l a e z u o e z] e q % u o e % o the cost of the contracted space rate. All other payments are due two weeks after closing date.

CONTACT INFORMATION

- > i] - e g l - A e z q O q o z l a e " % u -] o z - O e a l a l o - O U e z [a l l e z q i u - O t o Troy University O U z a e " O q f i l - - i z q O e l z 3 % g z i k a q O - Y q - e Y a D e l z @ u n i . e a p e i E

For assistance contact:

Michelle G. Mowery

University Media Development Coordinator

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Samantha Johnson

Senior Director of Marketing, Troy University

A o l z m e e j a a p j k e p ' z - O m - O u z a e " [a l l e z q i

- Submit alum notes, remembrances, story ideas and your feedback and other information a l z o Y l a l l e z q i u a l l o - O U e z [a l l e z q i E J i i - O o O q l g O e a z 3 % g z l l e O u z a e " O q

Advertiser _____

Name of Ad _____

Choose Issue(s):

file:///C:/Users/...

Cost: Rate Per insertion _____ Number of insertions _____ Total due: _____

yes no

If so, in which issue did it run? Month _____ Date _____

Special Instructions _____

