

# Oregon

Q U A R T E R L Y

The Magazine of the University of Oregon

**Affluence. Influence. Readers for life.**

## 2012-13 Publication Dates

ISSUE	SPACE CLOSE DATE	MATERIAL CLOSE DATE	MAIL DATE
<b>Spring (March)</b>	JANUARY 20	FEBRUARY 8	MARCH 3
<b>Summer (June)</b>	APRIL 20	MAY 11	JUNE 1
<b>Autumn (August)</b>	JULY 6	AUGUST 3	AUGUST 25
<b>Winter (November)</b>	SEPTEMBER 28	OCTOBER 26	NOVEMBER 16

## See what a college education will do to your profits.

- Official magazine of the University of Oregon, *Oregon Quarterly* is the most widely circulated and longest-published periodical produced in the state, now sent digitally also.
- Glossy quarterly, saddle-stitched, four-color throughout, mailed to 98,000 qualified, nonpaid alumni and friends. For most, it is *the* method of receiving news about their university.
- *OQ* readers are well-educated, high-earning, successful people — and are especially loyal to the UO and its academic and athletic programs.

### Recent Issues



SPRING 2011



SUMMER 2011



AUGUST 2011



WINTER 2011



UNIVERSITY OF OREGON

# Target the UO's market of avid, loyal consumers.

Oregon Quarterly is the lifeline to an affluent, upscale, 100 percent college-educated audience. Reach more than 294,000 UO alumni and friends who own their own homes and cars, have investment portfolios, use credit cards, travel extensively, and buy your products and services.

## 2012 UO Trademark Print Rates

All rates are charged net (billed per ad—quarterly). All ads are full color.

\* Digital pricing is 50% of signed contracted rate.

SIZE	FREQUENCY	
<b>Full page, color</b>	2X	\$1,700
	4X	1,425
<b>Two-thirds page, color</b>	2X	1,400
	4X	1,200
<b>One-half page, color</b>	2X	1,110
	4X	1,000
<b>One-third page</b>	2X	950
	4X	875
<b>One-quarter page</b>	2X	600
	4X	525
<b>One-sixth page</b>	2X	425
	4X	375

All rates subject to change.

## Print Sizes See Production details on the back page of this rate card.

Full Page

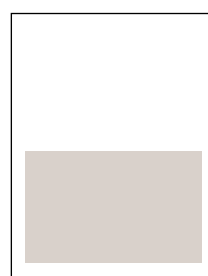
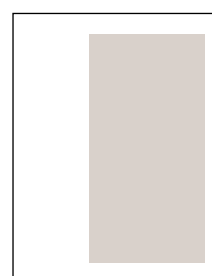
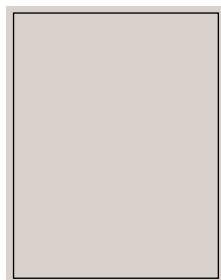
BLEED: 8.625" x 11.125"  
 TRIM: 8.375" x 10.875"  
 LIVE: 7.875" x 10.375"  
 NON-BLEED: 7.25" x 9.375"

Two-Thirds Page

VERTICAL ONLY: 4.75" x 9.375"

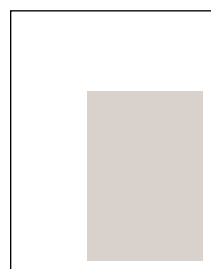
One-Half Page

HORIZONTAL: 7.5" x 4.5625"



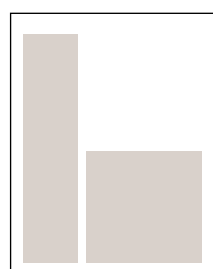
One-Half Page

VERTICAL: 4.75" x 6.9375"



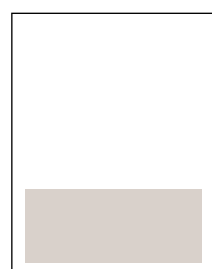
One-Third Page

VERTICAL: 2.25" x 9.375"  
 SQUARE: 4.75" x 4.5625"



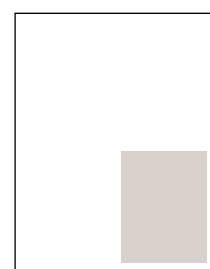
One-Third Page

HORIZONTAL: 7.5" x 3"



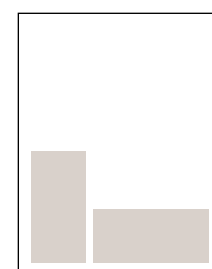
One-Quarter Page

VERTICAL: 3.625" x 4.5625"



One-Sixth Page

VERTICAL: 2.25" x 4.5625"  
 HORIZONTAL: 4.75" x 2.1875"



## 2012 Web Rates

### Top banner

(ONE AD PER PAGE) 728 X 90 PIXELS

PRICE PER QUARTER, ONLINE ONLY: \$700

WITH DISPLAY ADVERTISING PLACEMENT: \$500

### Large Rectangle/righthand side

(ONE AD PER PAGE) 336 X 280 PIXELS

PRICE PER QUARTER, ONLINE ONLY: \$500

WITH DISPLAY ADVERTISING PLACEMENT: \$300

### Small Rectangle/righthand side

(TWO PER PAGE) 336 X 79 PIXELS

PRICE PER QUARTER, ONLINE ONLY: \$300

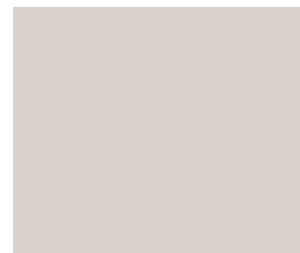
WITH DISPLAY ADVERTISING PLACEMENT: \$150

All rates subject to change.

Sizes shown are one-third actual size.



Top Banner 728 x 90 pixels



Large Rectangle 336 x 280 pixels



Small Rectangle 336 x 79 pixels

## The Fine Print

### TYPES OF PRINT ADS NOT ACCEPTED

**Nonprofit postal regulations prohibit *Oregon Quarterly* magazine from accepting any ads for credit cards, insurance of any kind, and travel packages. Call Susan for further clarification, (541) 346-5046.**

### PUBLISHER'S PROTECTIVE CLAUSE

The publisher reserves the right to reject or cancel any advertisement for any reason at any time, including that which has been published or accepted previously. *Oregon Quarterly* will accept no advertising that is racially or sexually discriminatory, nor advertising that is deceiving or fraudulent in nature. The phrase "paid advertisement" may be added to any copy that, in the publisher's opinion, simulates editorial matter and might be misleading.

The publisher assumes no liability if, for any reason, it becomes necessary to omit an advertisement.

The advertiser and his agent agree to assume all liability for the content of ads printed, and must be fully authorized for use of the ad's content, including, but not limited to, the names and pictures of people, testimonials, and any copyrighted or trademarked material.

Submission of advertising material constitutes agreement on the part of the advertiser and agent to indemnify and hold harmless the University of Oregon and *Oregon Quarterly* magazine against any resulting loss, liability, damage, and expense of whatever nature.

No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with the publisher's policies or the regulations set forth in this rate card will be binding to the publisher.

### ADVERTISEMENT APPROVAL

*Oregon Quarterly* requires evidence, within reason, of a product's quality before new advertising is accepted. Product samples should be shipped to the advertising director for approval. The advertisement will not be considered accepted until both the product and the layout are approved.

All advertisements submitted for publication must be of professional quality (no laser output), even if an agency is not employed.

Please note that no classified, political, liquor, gambling, or tobacco ads will be accepted. For ad acceptance, advertisers and agencies must meet the requirements stipulated not only in this section, but also elsewhere in this rate card.

### INSERT/LIST/BRC REQUIREMENTS

A sample of the insert or BRC must be submitted for approval ten days prior to publication. Postal regulations govern insert requirements; the publisher's approval must be obtained before printing insert pieces. Any inserts resembling editorial matter must include the text "Paid Advertising Supplement to *Oregon Quarterly*" in 10-point type at the bottom of the front and back page. All prices apply to inserts weighing one ounce or less; heavier pieces will be billed per insertion. The earliest insert submissions receive top priority. Insert contracts can be combined with other contracts.

### INSERT DELIVERY

Delivery and charges associated with the inserts are the responsibility of the advertiser.

Boxes must be marked with the following information: *Oregon Quarterly*, advertiser's name, date of insertion, and total boxes shipped (i.e., 1 of 10, 2 of 10, and so forth). Call for shipping address.

### USE OF UNIVERSITY OF OREGON LOGOS OR TRADEMARKS

All products and advertising containing licensed UO names or logos must be registered with the Office of Marketing and Brand Management, (541) 346-6035, uomarketing.com

### PAYMENT, RATES, CONTRACTS

#### All rates are net. No commission is given.

Publisher holds both the advertiser and its designated agency responsible for paying all duly authorized advertising inserted in or attached to *Oregon Quarterly*. Payment is due on receipt of invoice net thirty days; 1.5 percent finance charge (18 percent APR) will be added to the unpaid balance of accounts due.

Cancellation after confirmation of ad space close date will result in client being billed for 100 percent of the cost of the confirmed ad space.

Rates and discounts are listed on this rate card. Frequency discounts are earned on the total number of insertions made within a one-year period (four issues). If, at the end of one year (four issues), an advertiser or agency has failed to fulfill the contract, the client will be subject to short-rate billing.

Advertisers will be protected for the duration of signed contracts that are in effect at the time rate changes are announced.

Oregon  
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## Buy the Numbers

Display advertising, inserts, or business reply cards, full-run or by ZIP code, minimum 5,000. Call for rates and availability.

Rate base: 98,000 total print copies

Qualified nonpaid UO alumni and friends

Total print audience: 294,000\*

\*Based on three readers per copy

### PRIMARY PRINT DISTRIBUTION: 78,000 Pacific Northwest alumni

- Approximately 78,000 copies are mailed directly to homes as follows:
- Portland-Metro: 41,000 (including Beaverton; Hillsboro; Lake Oswego; Vancouver, Washington)
- Willamette Valley: 32,000 (including coastal towns, Corvallis, Roseburg)
- UO faculty and staff: 5,000

### SECONDARY PRINT DISTRIBUTION: 20,000 nationwide

- Delivered to every state in the union (call for specifics)
- UO trustees and board members, donors, and friends who may not be graduates, state and regional legislators
- White Stag Block downtown Portland
- All members of the UO Alumni Association
- All seven Duck Stores located in Eugene, Portland, and Bend, Oregon
- Various public locations on main UO campus

### DIGITAL DISTRIBUTION

- 6,000 faculty and staff members at the University of Oregon and the University of Oregon in Portland
- 50,000 UO alumni and friends
- 24/7 via OregonQuarterly.com

## Production Details

### PRINTING

Web offset printed. The interior pages are printed on 50-pound Nature 10 recycled matte book paper and the 4-page cover is printed on 100-pound Nature 10 recycled matte book paper.

Material specifications (SWOP standards apply)

Trim size: 8.8375" x 10.875"

Safety area: 0.25" all the way around

Bleed pages: 8.625" x 11" minimum

[bleed specifications on other size units are available on request]

Screen: 175

Ink density: 300

### AD PREPARATION SPECIFICATIONS

**Proofs:** If color matching on press is a crucial component for your ad, a SWOP-certified color proof is required. Without a proof, we cannot assure the accuracy of the color within your ad. Inkjet or laser print proofs are not acceptable as color proofs.

**Format:** *Oregon Quarterly* accepts only high-resolution PDFs (*PDF X-1a Digital File Format preferred*). Convert all images and artwork to CMYK. Output with crop and registration marks turned on. Build full page ads to trim and extend any bleed 1/8" beyond page edge.

**Media:** Send digital materials larger than ten megabytes on CD or DVD to the address below. Ads less than ten megabytes may be sent to us via e-mail to the director of advertising. A proof must be sent separately. Be sure to include the name of the business, date to run, and size of the ad in the subject line.

**Additional charges:** A charge of \$95 per hour will apply if requirements are not fully met and additional file manipulation is required.

Susan Thelen, Director of Advertising  
Marketing and Brand Management  
Telephone (541) 346-5046 • Fax (541) 346-6129  
sthelen@uoregon.edu • OregonQuarterly.com

**Contact Susan before overnighting any artwork or sending large files via e-mail.**

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**Oregon Quarterly** | 5228 University of Oregon | Eugene OR 97403-5228 | **DIRECT:** (541) 346-5046 | **FAX:** (541) 346-6129 | **OregonQuarterly.com**