

# RUTGERS

The Magazine for Alumni and Friends of The State University of New Jersey | Spring 2018



#WeToo  
RUTGERS SCHOLARS AND THEIR IMPACT  
ON THE WOMEN'S MOVEMENT

THE BEST DEFENSES IN THE NFL • THE STUDENT EXPERIENCE TODAY • RUTGERS' NEW HEALTH CARE ALLIANCE

# RUTGERS

The Magazine for Alumni and Friends of The State University of New Jersey | Fall 2018



"The solution to global warming is to completely change our source of energy by switching to solar and wind....I'm a climatologist. I look at long-term change, not day-to-day change. In the long term, we're going to solve the global warming problem."

— Alan Robock  
Rutgers Climate Institute

**Rutgers Magazine**

.....

**MEDIA KIT**

.....

A publication of Rutgers, The State University of New Jersey  
—the ideal way for delivering your advertising message  
into the homes of close to 450,000 alumni, faculty, and staff

DOUGLASS AT 100 • RUTGERS AND EXTREME WEATHER • FACULTY EXTRAORDINAIRE

# RUTGERS

The Magazine for Alumni and Friends of The State University of New Jersey | Spring 2019

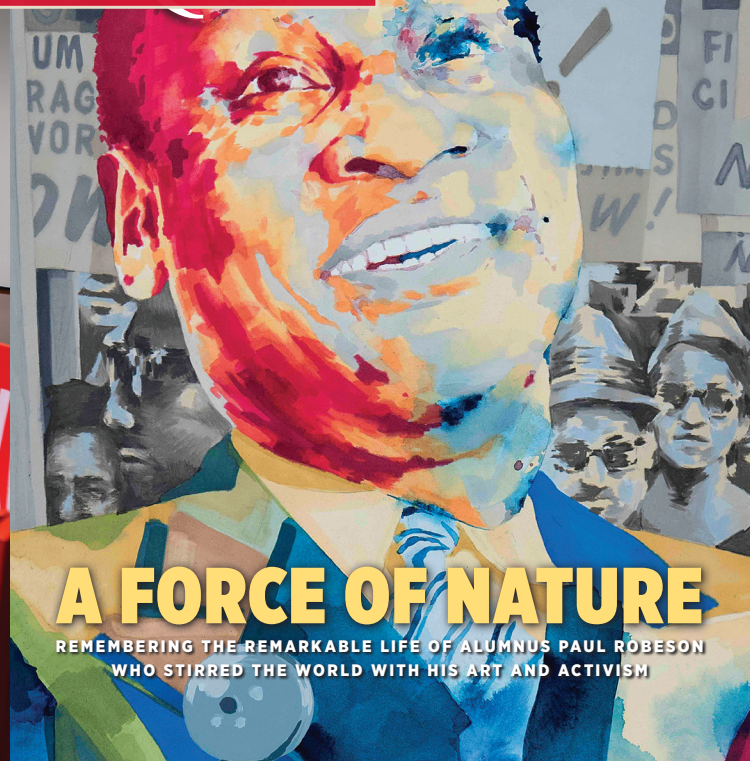


A Rare  
*Gift*

NANCY RUYLE DODGE DONATES  
A PROVOCATIVE COLLECTION OF SOVIET  
ART TO THE ZIMMERLI ART MUSEUM—  
RUTGERS' LARGEST DONATION EVER

# RUTGERS

The Magazine for Alumni and Friends of The State University of New Jersey | Spring 2019



**A FORCE OF NATURE**  
REMEMBERING THE REMARKABLE LIFE OF ALUMNUS PAUL ROBESON  
WHO STIRRED THE WORLD WITH HIS ART AND ACTIVISM

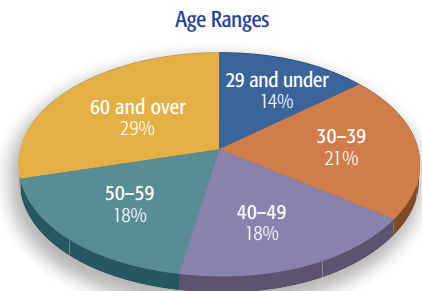


WITH A READERSHIP OF NEARLY 500,000, **RUTGERS MAGAZINE**, WHICH HAS ONE OF THE HIGHEST CIRCULATIONS AMONG ALUMNI MAGAZINES, SHOWCASES THE MANY PROFESSIONAL ACCOMPLISHMENTS OF RUTGERS' ALUMNI.

[MAGAZINE.RUTGERS.EDU](http://MAGAZINE.RUTGERS.EDU)

**Rutgers Magazine** is the university publication for alumni, faculty, staff, and friends of Rutgers, The State University of New Jersey. Published twice a year by the university, the magazine presents a rich medley of feature stories, news, and vibrant photography that keeps readers abreast of developments at Rutgers—from alumni accomplishments, to student and academic life, to faculty research initiatives.

**Demographics**



**Readership**

*Rutgers Magazine* has one of the highest circulations in the nation among alumni magazines. Its Rutgers-educated graduates, many of whom have graduate degrees as well, is an ideal readership for your advertising message.

- *Rutgers Magazine* is delivered to **450,000** readers, which includes alumni, faculty, and staff.
- *Rutgers Magazine* has a circulation of more than **285,000** in the state of New Jersey alone.
- *Rutgers Magazine* has a readership of **22,000** among faculty and staff.

**Advertising Rates Per Issue**

	1X	2X
Full Page	\$7,500	\$7,000
Full Page - INSIDE-FRONT COVER	\$8,700	\$8,200
Full Page - BACK COVER	\$9,000	\$8,500
Full Page - INSIDE-BACK COVER	\$8,700	\$8,200
Two-Page Spread	\$14,000	\$13,500
Half Page	\$4,500	\$4,000
Quarter Page	\$2,600	\$2,200

Rates are net to *Rutgers Magazine*

**Calendar of Publication Dates**

**Spring Issue 2020**

Space Reservation: March 27  
 Art Deadline: April 10  
 Mail Date: June 12

**Fall Issue 2020**

Space Reservation: August 21  
 Art Deadline: September 14  
 Mail Date: November 11

**Spring Issue 2021**

Space Reservation: March 29  
 Art Deadline: April 12  
 Mail Date: June 14

**Fall Issue 2021**

Space Reservation: August 30  
 Art Deadline: September 13  
 Mail Date: November 12

NOTE: Mail dates are approximate. All dates are subject to change without notice.

RUTGERS MAGAZINE, WHICH IS PUBLISHED IN JUNE AND NOVEMBER, HIGHLIGHTS THE BEST IN RESEARCH, TEACHING, AND OUTREACH AT RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY.



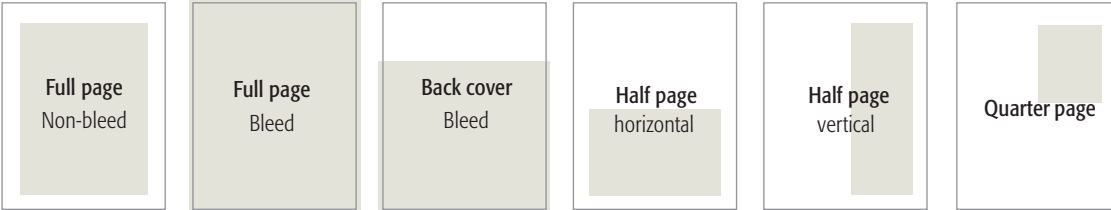
RUTGERS MAGAZINE CELEBRATES THE RICH HISTORY OF RUTGERS, WHICH WAS FOUNDED IN 1766 AND IS THE EIGHTH OLDEST UNIVERSITY IN THE UNITED STATES.



**Advertisement Specifications**

SPACE (WIDTH X HEIGHT)	NON-BLEED	BLEED
Full page	7" x 9.375"	8.187" x 10.5" (+ .125" bleed for all sides)
Full page - BACK COVER	N/A	8.187" x 7.25" (+ .125" bleed for sides and bottom)
Half page - HORIZONTAL	7" x 4.562"	N/A
Half page - VERTICAL	3.375" x 9.375"	N/A
Quarter page	3.375" x 4.562"	N/A

Magazine Trim size  
8.187" x 10.5"



**Accepted graphic file format:** Adobe Acrobat PDF. PDF/X-1a file or Press Quality PDF (300 dpi, with fonts embedded, crop marks, and bleed if necessary). CMYK files only. All spot colors, including Pantone and RGB colors, must be converted to process (CMYK).

**Document setup:** Document page size should match the trim size of your ad space. Text elements and non-bleed elements should be kept .25" away from the magazine trim size. Bleeds, if applicable, should extend .125" beyond trim and added to all sides of the page.

**Preflight:** All ad files will be preflighted upon receipt. Advertisers will be notified if their file does not meet specifications.

**Copy restrictions:** Publisher reserves the right to reject advertising materials.

**Copy responsibility:** Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors.

**Position guarantees:** Position is guaranteed for covers only, although every effort is made to accommodate specific requests.

**Delivery:** Space contracts, insertion orders, and ad files should be emailed to:

**April Coage**  
april.coage@rutgers.edu  
848-932-0581 for questions

**Rutgers Magazine**  
Rutgers, The State University of New Jersey  
101 Somerset Street  
New Brunswick, NJ 08901-1281



**RUTGERS MAGAZINE DISTINGUISHES ITSELF FROM OTHER ALUMNI MAGAZINES WITH ITS EMPHASIS ON BOLD GRAPHIC DESIGN, PRIZE-WINNING PHOTOGRAPHY, AND COMPELLING WRITING.**



**MAGAZINE.RUTGERS.EDU**

**Rutgers Magazine** is intended to promote Rutgers and its programs, and to engender loyalty and enthusiasm for the institution among the alumni, university community, and friends of the university. *Rutgers Magazine* welcomes advertisements for goods and services of interest and value to its readership so long as the nature of the goods and services is consistent with the magazine's limited purposes. For this reason, all contents of advertisements are subject to the publisher's approval.

**Advertising Policy**

All advertisements are subject to the publisher's approval. No advertising may violate Rutgers policies. Advertisements specifically prohibited include the following:

- Advertisements for tobacco, alcohol, illegal goods or services, or that promote services or advocate positions that the publisher deems inconsistent with the mission of the university or the magazine, or both.
- Advertisements constituting personal attacks on individuals in either the public or private sphere.
- Advertisements from other institutions of higher learning.
- Classified advertisements.
- In order to retain its current periodical nonprofit mailing status, the magazine is unable to accept advertising promoting credit cards, travel, or insurance.

Advertisements that simulate editorial content must be clearly labeled "ADVERTISEMENT."

**Copy and Content Regulations**

In the decision to reserve advertising space, the advertiser and its agency agree to the following conditions:

- Advertiser will not use the name, insignia or symbols of Rutgers, its faculties or departments or any variation or combination thereof, or the name of any governors, trustees, faculty members, other employees, or students of Rutgers for any purpose whatsoever without Rutgers' prior written consent. For permission and questions, contact Gregory McCambridge at [gregory.mccambridge@rutgers.edu](mailto:gregory.mccambridge@rutgers.edu). Alumni charter groups may use the university's marks and logos in compliance with university procedures and policies, and must identify their charter group as a chartered organization of the Rutgers University Alumni Association. For assistance and questions, contact Todd Lineburger at [todd.lineburger@ruf.rutgers.edu](mailto:todd.lineburger@ruf.rutgers.edu).
- *Rutgers Magazine* accepts only full-page, half-page, quarter-page, and two-page advertisements.
- All advertisements are accepted and published by the publisher upon the representation that the advertiser are authorized to publish the entire contents and subject matter thereof.
- In consideration of the publisher's acceptance of any advertisement for publication, the advertiser agrees to indemnify and hold the publisher harmless from and against any loss or expense, including without limitation reasonable attorney's fees, arising out of publication of such advertisement, including without limitation those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, and copyright and trademark infringement.
- The publisher shall not be liable for consequential damages if for any reason *Rutgers Magazine* chooses not to publish an advertisement.
- Advertisers may not cancel a space-reservation order or make changes to the advertisement after the art deadline.
- *Rutgers Magazine* is not responsible for any error in an advertisement after the advertiser has approved its contents.