OVERVIEW:
Established in 1971, Luminus is Memorial University’s alumni magazine. Published twice a year, each issue is mailed to alumni, friends, university supporters, campus departments and divisions and other key stakeholders. Copies are also distributed to locations such as coffee shops and other public spaces on the Northeast Avalon. Luminus is digitized and displayed on the Alumni Affairs and Development website, as well as shared on Facebook, Twitter and LinkedIn.

CIRCULATION AND READERSHIP
Luminus reaches 52,417 Memorial alumni and friends. Of the total distribution, 50,022 reside in Canada and of that number, 38,626 are in Newfoundland and Labrador. Of those living in the province, 24,791 are in the St. John's region (see chart below for regional breakdown by percentage).
REGULAR ADVERTISING RATES

<table>
<thead>
<tr>
<th>Cover Placement</th>
<th>COST PER ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1-issue booking</td>
</tr>
<tr>
<td>Back cover</td>
<td>$3,300</td>
</tr>
<tr>
<td>Inside front</td>
<td>$3,100</td>
</tr>
<tr>
<td>Inside back</td>
<td>$2,900</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Inside Placement</th>
<th>COST PER ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1-issue booking</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,300</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

Note: Colour must be reproducible from process colour. Rates do not include taxes. Preferred placement of full-page and half-page advertisements will be considered, but cannot be guaranteed.

ADVERTISING INSERTS
Pre-printed advertisements may be inserted in Luminus and cost will depend on the desired specifications of the advertiser. Please contact us directly for details.

SPECIFICATIONS

Cover
Cover ads are full page only with full-bleed option.
- Full bleed 8 1/2” W x 11” H
- Cover ads are 150 line screen

Inside
Text page advertising is full bleed.
- Full bleed 8 1/2” W x 11” H plus bleed
- Horizontal half page 8 1/2” W x 5 1/2” H plus bleed
- Vertical half page 4 1/4” W x 11” H plus bleed
- Inside ads have minimum 133 line screen
Mechanical Requirements

Luminus is printed by heat offset on magazine glossy quality stock. Advertisements must be submitted electronically on USB or via e-mail in standard print quality files including flattened .TIF files or .PDF files. Please submit colour output or a previously printed sample for quality control purposes.

CONTACT:
Dave Penney
Managing Editor
Office of Alumni Affairs and Development
(709) 864-3447
dcpenney@mun.ca