LUMINUS MAGAZINE
Advertising Package
**HISTORY**

Luminus (est. 1971) is Memorial University’s alumni magazine. Published three times a year, it is distributed to: alumni, friends, supporters of the university, campus departments and divisions and other key stakeholders. Luminus magazine is also digitized and displayed on the alumni web site after its initial publication.

Each issue of Luminus contains 32 full-colour pages in addition to the full-colour, high gloss front cover.

**CIRCULATION AND READERSHIP**

Memorial alumni with known addresses total 49,405 people. They are a diverse group of leaders who make important professional and civic contributions to their communities.

Luminus magazine provides advertisers with direct access to a unique, targeted demographic that enables their own strategic outreach and positions their brand as a Memorial partner.

**REGULAR ADVERTISING RATES**

(Covers and inside placement)

<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.
ADVERTISING INSERTS
Pre-printed advertisements can be inserted in Luminus based on the following specifications:

- Minimum size is 4 1/4” W x 4 5/16” L
- Maximum size is 8 3/8” W x 10 7/8” L

Quotations are available on request and will include insertion costs such as stitching, postal charges and insertion fees. Sample or mock-up of the insert must be supplied in order to provide a quotation. Inserts and bookings must be confirmed on or before the appropriate booking deadline indicated below. Rates do not include taxes.

GUARANTEED PLACEMENT
Preferred placement of full-page and half-page advertisements will be considered, but cannot be guaranteed.

DEADLINES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Artwork deadline</th>
<th>Mailing date (est.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vol. 38. No 2</td>
<td>February 15, 2022</td>
<td>March 31, 2022</td>
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</tbody>
</table>

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.

ADVERTISING FORMATS
Advertisements must be submitted electronically on CD 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.

CONTACTS
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