

# LUMINUS

MEMORIAL UNIVERSITY ALUMNI MAGAZINE

## 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)

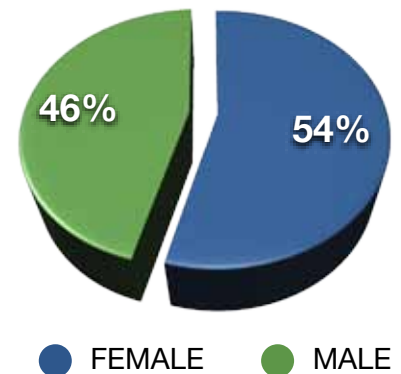
COVER placement	COST PER ISSUE		
	1-issue booking	2-issue booking	3-issue booking
Back cover	\$3,300	\$3,000	\$2,700
Inside front	\$3,100	\$2,800	\$2,500
Inside back	\$2,900	\$2,600	\$2,300

INSIDE placement	COST PER ISSUE		
	1-issue booking	2-issue booking	3-issue booking
Full page	\$2,300	\$2,000	\$1,700
Half page	\$1,500	\$1,200	\$900

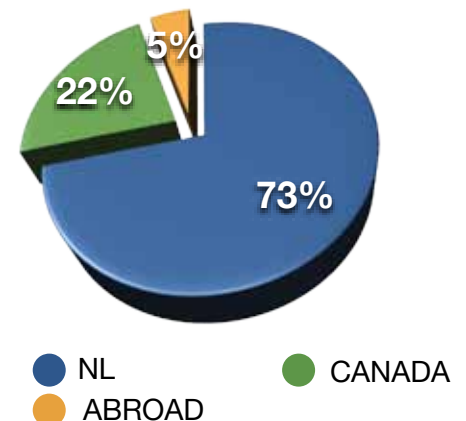
[NOTE:] Colour must be reproducible from process colour. Rates do not include taxes.

## LUMINUS NUMBERS

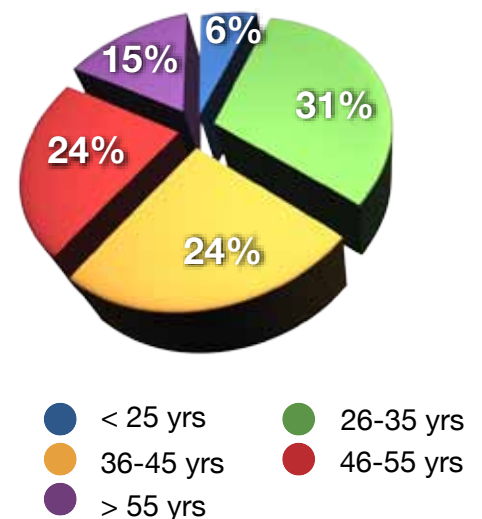
Alumni by gender (with known address)



Alumni geographic location (with known address)



Alumni by age range (with known address)



## 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 at least 30 days in advance of the artwork deadline. Rates do not include taxes.

## GUARANTEED PLACEMENT

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

## DEADLINES

Issue	Booking deadline	Artwork deadline	Mailing date (est.)
*Vol. 34. No 2	April 19, 2010	May 17, 2010	June 18, 2010
Vol. 34. No 3	July 16, 2010	August 16, 2010	September 20, 2010

*\*A special edition is planned for Vol. 34. No 2, to coincide with the 'Memorial on Parade' Reunion in the Summer of 2010. The format of this edition may require some changes to the standard format outlined below. Please contact a Luminus representative 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.

## 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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