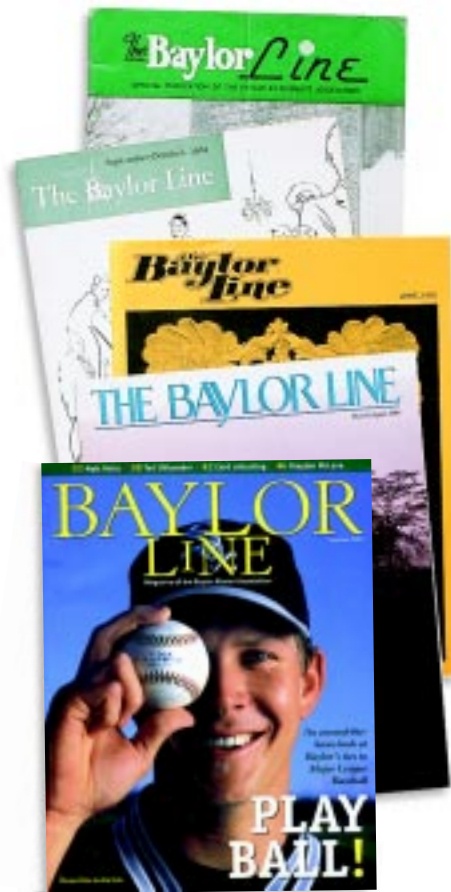


BAYLOR LINE

Magazine of the Baylor Alumni Association



Keeping
Baylor alumni
connected
since 1946

Display advertising rates • Effective May 2010

Why advertise?

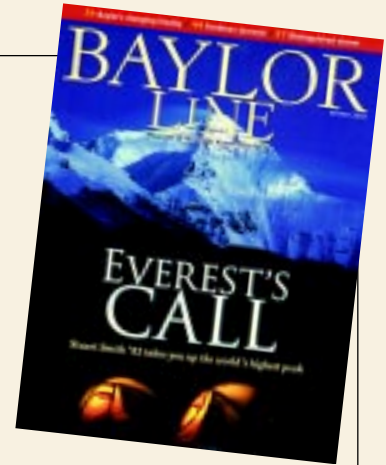
Published since 1946 by the independently governed Baylor Alumni Association, the *Baylor Line* magazine is sent to approximately 12,000 alumni association member households — representing more than 15,000 readers — four times a year.

Through the pages of the *Line*, our advertisers reach a loyal, appreciative, and engaged audience composed of well-educated, affluent, successful Baylor alumni.

These readers value the *Line* as an award-winning publication that keeps them in touch with fellow alumni and their alma mater. They look forward to each issue, take time with the magazine, and pass copies along to family and friends. Reader loyalty is developed over a lifetime, and advertisers are seen in that environment of trust.

The *Line's* readers are strongly concentrated in the Dallas-Fort Worth, Waco, and Houston metropolitan areas. This audience is looking for products, services, destinations, and entertainment in their areas.

The combination of our demographics, competitive pricing, prominent positioning, and top-notch editorial and design creates a great environment for your advertisement. We make it easy for you to connect with a prime market that brings to the magazine an attitude of trust, enthusiasm, and loyalty.



Circulation stats

Circulation: 12,000.

Distribution: The winter, spring, summer, and fall issues of the magazine are sent to all members of the Baylor Alumni Association; such members, who provide financial support to the association, form a particularly loyal reader group.

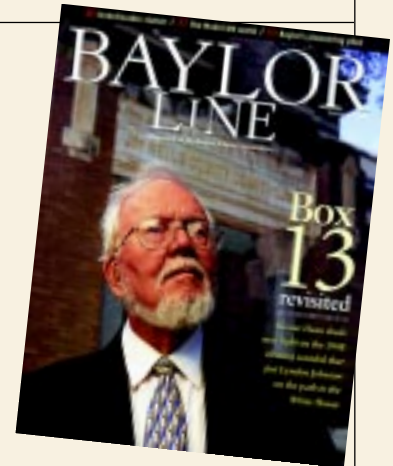
Number of issues per year: Four

Dates of publication: January 4, April 4, July 6, October 5

Average number of pages per issue: Eighty-four

Average cost per copy: \$3.40

Cost of four-color, full-page ad: \$1,600



Alumni demographics

Living in Texas (77 percent)

Dallas-Forth Worth metroplex	23 percent
Waco area	12 percent
Houston area	11 percent
Austin area	3 percent
San Antonio area	3 percent
Temple and Killeen	2 percent

Outside Texas (23 percent)

California	2 percent
Oklahoma	1 percent
Arkansas	1 percent
Louisiana	1 percent

Ages

22-29	20 percent
30-39	17 percent
40-49	22 percent
50-59	17 percent
60-69	13 percent
70+	11 percent

Other stats

Female	52 percent
Male	48 percent
Married	80 percent
Baptist	55 percent

Stellar stats

85 percent of readers read the *Line* either immediately or within a week after its arrival.

82 percent have read the last four out of four issues, and **90 percent** have read at least the last three out of four issues.

54 percent read most or all of each issue.

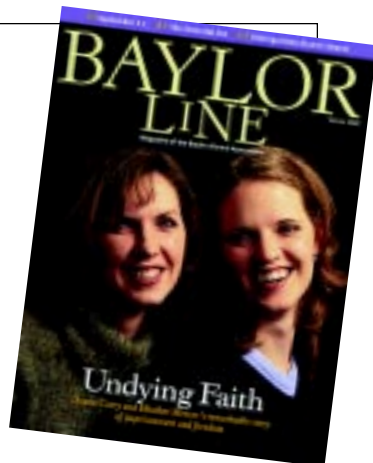
30 percent keep each issue for six months or longer.

93 percent rate the magazine's quality "good" or "very good."

51 percent receive alumni publications from other institutions, and **95 percent** of these readers consider the *Line* as interesting or more interesting than those publications.

76 percent say reading the *Line* causes them to take pride in Baylor, and **36 percent** say reading the *Line* has caused them to return to campus for events.

Among households receiving the *Line*, **52 percent** have two readers of the magazine.



Reader feedback

"The *Line* is colorful, fun, and stimulates fond memories of friends and a wonderful growing time in my life."

"The magazine has always been interesting, well-written, and attractive in presentation. It is my favorite publication."

"It is an impressive-looking, first-class publication that reflects well on the quality of Baylor."

"The *Line* has matured into a first-class publication. You are to be commended on a well-done job."

"I always look forward to it coming in the mail."

"The *Baylor Line* is an excellent publication — a model for other institutions."

"I have saved all my copies of the *Line*."

Awards

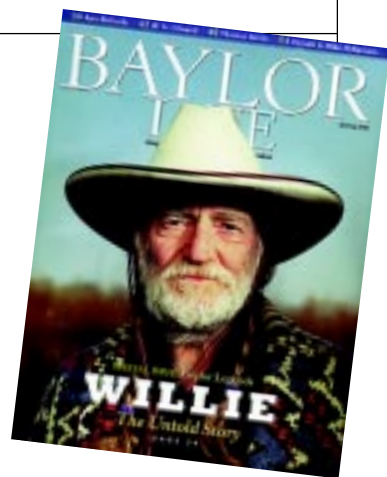
The *Line* is a perennial winner in competitions organized by the Council for Advancement and Support of Education (CASE), the primary organization for university-affiliated publications in North America.

In the 2001 edition of the national CASE Circle of Excellence Awards Program, a panel of jurors awarded the *Baylor Line* a silver medal in the "College and University General Interest Magazines" category.

Only twelve magazines in the nation — including those from Stanford, Cornell, Brown, and Dartmouth — won awards in this category.

The *Line's* entry included the spring 2001 special issue on "Baylor Legends," featuring such famous and infamous Baylor alumni as Willie Nelson, Ann Richards, Baptist preacher W. A. Criswell, *Silence of the Lambs* author Thomas Harris, and Deputy U.S. Marshals Parnell and Mike McNamara.

In addition, the *Line* has earned five other national CASE awards for design and staff writing and has received many awards in CASE District IV awards competitions — which include entries from schools in Texas, New Mexico, Oklahoma, Arkansas, Louisiana, and Mexico — during the past decade.



Submitting your ad

Send all materials to **Beth Michaelis**, advertising coordinator Phone (254) 710-1121
One Bear Place #97116 Fax (254) 710-1096
Waco, TX 76798-7116

Overnight address: 1212 S. University Parks Dr.
Waco, TX 76706

Standards of advertising acceptability

The *Baylor Line* expects that all claims made by advertisers as to performance and guarantees of products or services being advertised can be substantiated. The advertiser and/or his agent agree to assume all liability for content of ads printed and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials, and any copyrighted or trademarked material.

Advertising copy and art are subject to approval by the publisher; the *Line* reserves the right to cancel or reject any ad at any time, including that which has been published or accepted previously.

Prohibited advertisements include those for alcohol, tobacco, pornography, political parties or campaigns, and gambling. In addition, no order forms or other cutouts are allowed. For ad acceptance, advertisers/agencies must meet the requirements stipulated in this section and elsewhere in the media kit.

Submission of advertising materials constitutes agreement on the part of the advertiser and/or agent to indemnify and hold harmless the Baylor Alumni Association, Baylor University, and the *Baylor Line* magazine against any resulting loss, liability, damage, and/or expense of whatever nature.

Use of Baylor University logos

Advertising containing registered marks (name, logo, or symbols) related to Baylor University or listing products or services using such marks will not be accepted without licensing approval from Baylor's Collegiate Licensing Department: (254) 710-4552. Proof of such approval is required and should be attached to the insertion order form.

Payments, rates, discounts

Pre-payment is required on all advertisements. Checks should be made out to the **Baylor Alumni Association** and are due by the "ad digital files/payment due by" dates indicated in the "Deadlines" section of this media kit.

Cancellation after ad space confirmation deadline results in advertiser/agency being billed for half the cost of confirmed space. Cancellation after ad digital files due date results in full charge for confirmed space. In addition, late payments of more than 30 days past payment due date will result in a 15 percent penalty fee added to the original balance. Additional late fees at a rate of 5 percent per week will accrue after the 30-day grace period. After 60 days of nonpayment, collection of the original balance plus all penalty fees will be turned over to a collection agency. At that time, the advertiser/agency will be responsible for all monies due the *Baylor Line*, including collection agency fees and potential legal costs.

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/agency has failed to fulfill the contract, then advertiser/agency will be retroactively subject to short-rate billing.

"Recognized ad agency," as used in this media kit, refers to a company which coordinates and processes the space placed with the publisher under the terms of the rate card and regulations, furnishes complete digital files, and pre-pays by deadline. The agency must represent a minimum of three clients.

Retail advertising rates (per insertion)

4-color	<u>1x</u>	<u>2-3x</u>	<u>4x</u>
Full page	\$1,600	\$1,520	\$1,440
2/3 page	\$1,320	\$1,254	\$1,188
1/2 page	\$1,200	\$1,140	\$1,080
1/3 page	\$800	\$760	\$720
1/4 page	\$640	\$608	\$576
1/6 page	\$480	\$456	\$432
1/8 page	\$320	\$304	\$288

Payment: Prepayment is required by ad digital files due date. Late payment penalties are stipulated in the "payments, rates, discounts" section of this media kit.

Production charges: Unanticipated production charges as a result of faulty submission by advertiser/agency or alteration or additions will be billed at cost.

Black-and-white	<u>1x</u>	<u>2-3x</u>	<u>4x</u>
Full page	\$1,200	\$1,140	\$1,080
2/3 page	\$940	\$890	\$850
1/2 page	\$840	\$800	\$755
1/3 page	\$480	\$455	\$430
1/4 page	\$420	\$400	\$380
1/6 page	\$300	\$285	\$270
1/8 page	\$240	\$230	\$220

Covers (4-color only)	<u>1x</u>	<u>2-3x</u>	<u>4x</u>
Cover 2 or 3	\$1,950	\$1,850	\$1,750
Cover 4 (2/3 page)	\$2,050	\$1,950	\$1,850

Discounts

Local advertising (Waco-area) qualifies for a 10 percent discount.

On-campus advertising qualifies for a 15 percent discount.

Recognized ad agencies qualify for a 15 percent discount.

No party can qualify for more than one discount. All discounts are exclusive of any production charges incurred and are forfeited in the event of late payment.

Deadlines

<u>Issue</u>	<u>Ad space reserved by*</u>	<u>Ad digital files/ payment due by**</u>	<u>Distribution date</u>
Winter	Oct. 19	Nov. 2	Jan. 4
Spring	Jan. 25	Feb. 8	April 4
Summer	April 27	May 11	July 6
Fall	July 27	Aug. 10	Oct. 5

* Cancellation after reservation of ad space results in advertiser/agency being billed for half the cost of reserved space.

** Cancellation after ad/payment due date results in advertiser/agency being billed for full cost of reserved space.

Mechanical specifications

The *Baylor Line* is designed in Quark XPress and is printed using direct-to-plate technology. Consequently, all ads must be submitted as digital files (no film accepted) with the following specifications:

- Submit entire ad as a single composite graphic file (i.e. designed in Photoshop or Illustrator and saved as a TIFF, JPEG, EPS, or PDF), which we will then place into our Quark layout. Or submit final document in Quark XPress, along with all original art files (TIFF, JPG, or EPS) and all necessary screen and printer font files. PageMaker files are not accepted.
- Prep all files for CMYK output, not RGB

Trim size: 8 3/8 (8.375) x 10 7/8 (10.875); **Printing/paper:** 4 over 4 process, web offset; perfect bound; 84 pages (average) plus cover on 80 lb coated cover and 60 lb text; **Preferred position:** Minimum size required is full page.

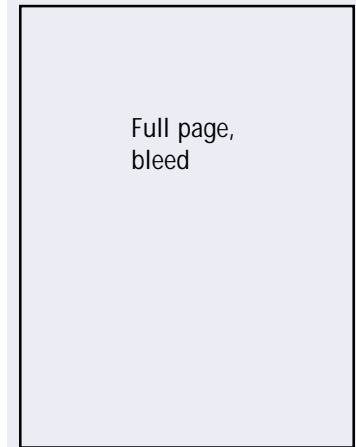
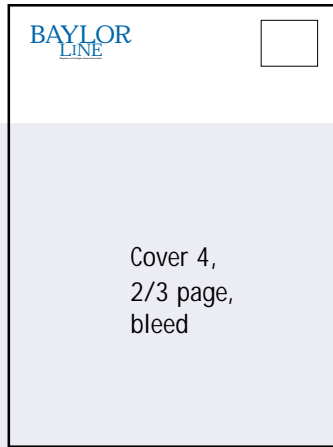
Ad sizes

Width x height in inches

Full page 8 5/8 x 11 1/8
(bleed, 1/8 trimmed off all sides)

Full page 7 1/4 x 10
(no bleed)

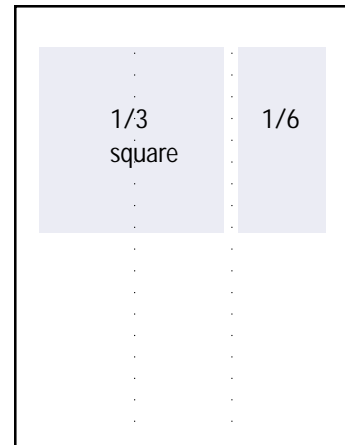
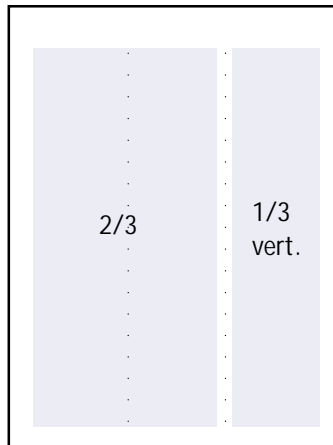
Cover 4 8 5/8 x 7 3/4
(2/3 page, bleed, 1/8 trimmed off top, right, and left sides)



Three-column format

2/3 page 4 3/4 x 9 1/2
1/3 vertical 2 1/4 x 9 1/2
1/3 square 4 3/4 x 4 5/8
1/6 page 2 1/4 x 4 5/8

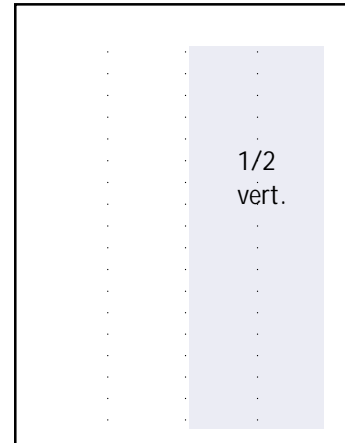
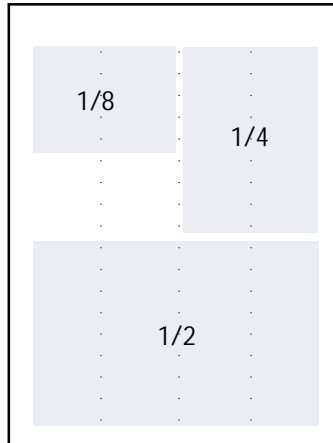
Three-column format



Four-column format

1/2 page 7 1/4 x 4 5/8
1/2 vertical 3 1/2 x 9 1/2
1/4 page 3 1/2 x 4 5/8
1/8 page 3 1/2 x 2 1/4

Four-column format





Display Advertising
The Baylor Line
1212 S. University Parks Drive
Waco TX 76706
Telephone: (254) 710-1121
Fax: (254) 710-1096
Email: Beth@BaylorAlumniAssociation.com

THE BAYLOR LINE

DISPLAY ADVERTISING INSERTION ORDER

Client: _____ Agency (if applicable): _____

Person placing order: _____ Agency contact: Yes No

Address: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Size	Position	Ad Frequency	Insertion Dates
<input type="checkbox"/> Full page	<input type="checkbox"/> Inside front cover	<input type="checkbox"/> 1x	<input type="checkbox"/> Winter 201_
<input type="checkbox"/> 2/3 page	<input type="checkbox"/> Inside back cover	<input type="checkbox"/> 2x	<input type="checkbox"/> Spring 201_
<input type="checkbox"/> 1/2 page	<input type="checkbox"/> Back cover (2/3 page)	<input type="checkbox"/> 3x	<input type="checkbox"/> Summer 201_
<input type="checkbox"/> 1/3 vertical	<input type="checkbox"/> Other: describe below (see rate card for position policies)	<input type="checkbox"/> 4x	<input type="checkbox"/> Fall 201_
<input type="checkbox"/> 1/3 square			
<input type="checkbox"/> 1/4 page			
<input type="checkbox"/> 1/6 page			
<input type="checkbox"/> 1/8 page			

Special instructions (e.g. 4-color, black-and-white, special position, etc.): _____

If buying multiple run, is the same ad to be used for all placements? Yes No

(If "no," ad digital files will be due by applicable ad/payment due dates. See rate card for dates.)

BASE RATE PER INSERTION _____

DISCOUNT (if applicable) _____

10% local 15% on-campus 15% agency

TOTAL DUE EACH INSERTION _____

(Note: Pre-payment is required on all ads. Make checks payable to the Baylor Alumni Association. See rate card for payment due dates.)

I, the undersigned, acknowledge request for ad space in the *Baylor Line* as detailed on this form and attest that I am authorized to buy such space. I agree to abide by the regulations stipulated on the advertising regulations page and elsewhere in the media kit.

Signature: _____ Date: _____