

MINES

Colorado School of Mines Magazine

"AT YOUR SERVICE" ADVERTISING RATES & SPECIFICATIONS

Mines is a four-color magazine published three times a year by the Colorado School of Mines and the CSM Alumni Association. The Colorado School of Mines is a highly respected applied science and engineering undergraduate and graduate university with an emphasis on energy, materials, earth resources and the environment. *Mines* is distributed to all known alumni in the U.S., campus faculty, graduate students, and the undergraduate senior class. The magazine aims to keep readers in touch with the school and its alumni by providing coverage of campus events, academic programs, research, student life, alumni news and other issues of concern to the community. *Mines* has a press run of 22,500 and has been published continuously since 1910. We have always accepted advertising.

Reader Demographics

The Colorado School of Mines has an international reputation as one of the best earth science schools in the world, and its graduates are highly sought after. At the end of August 2008, almost 95 percent of May bachelor's degree recipients had a job offer or were accepted to graduate school; the average starting salary among those joining the workforce was \$61,500, the highest in the nation among public universities. Most graduates are engineers who pursue technical, professional or managerial careers. A high percentage of alumni work in energy-related fields. Alumni with job titles number 17,000. Of these, 33 percent carry executive-level job titles. Donations to the school exceeded \$35 million in 2008-2009. Approximately 50 percent of alumni live in the West and Southwest, 6,500 of whom are in the metro-Denver area. More than 60 percent of the school's alumni are under the age of 40.

Format and Rates

Ads must be in electronic format, preferably as high-resolution PDF files (at least 300 dpi)—JPG or TIFF files are acceptable as well. Artwork should be emailed to magazine@mines.edu. While Mines will make every effort to accommodate the placement of ads, designing and modifying ads is ultimately the advertiser's responsibility—that said, give us a call and we can probably make creating an ad very simple. Changes cannot be made to ads after the artwork deadline without special permission from the editor. Ads are formatted into columns 2 5/16 inch wide. Ads can be 4-color and are priced by their height. For information on full or partial page display advertising, please go to the Mines magazine website: www.mines.edu/magazine/Advertising.html

HEIGHT X	WIDTH (inches)	ANNUAL RATE (3 ISSUES)
1	2 5/16	\$250
2	2 5/16	\$375
3	2 5/16	\$485
4	2 5/16	\$600

Closing Dates

Orders for At Your Service ads must be received by the dates specified below. If any of the dates specified below fall on a weekend or public holiday, the first business day following applies.

ISSUE	ORDER DUE	ARTWORK DUE	ANTICIPATED MAIL DROP
Spring	Feb 15	March 1	March 31
Fall	July 15	August 1	Sept 15
Winter	Oct 31	Nov 15	Jan 1

Use the "At Your Service Insertion Order" to place an ad.

Phone: 303.273.3294

Fax: 303.273.3583

Toll Free: 800.446.9488 x3294

Email: magazine@mines.edu
P.O. Box 1410
Golden, CO 80402

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AT YOUR SERVICE INSERTION ORDER

Use this form to place an advertisement in the At Your Service section of *Mines* magazine. Please fax completed form to 303.273.3583, or scan and email to magazine@mines.edu. Digital art should be sent to the same email address. We will confirm receipt of insertion order and artwork by email.

Company Name: _____

Name of Company's Authorized Agent: _____

Address: _____

City/State/Zip/Country: _____

Telephone: _____ Email: _____

Please indicate your selection by checking the corresponding box below.

DIMENSIONS (HEIGHT X WIDTH)	ANNUAL RATE (3 ISSUES)	CHECK SELECTION
1" X 2 5/16"	\$250	<input type="checkbox"/>
2" X 2 5/16"	\$375	<input type="checkbox"/>
3" X 2 5/16"	\$485	<input type="checkbox"/>
4" X 2 5/16"	\$600	<input type="checkbox"/>

No refunds will be offered after the "order due" date for first issues in which the advertisement is to be placed. The terms service are governed by the current "At Your Service Advertising Rates and Specifications" sheet.

Terms: Full payment is due one month prior to anticipated mail drop date.

ISSUE	ORDER DUE	ARTWORK DUE	MAIL DROP (APPROX.)
Spring	Feb 15	March 1	March 31
Fall	July 15	August 1	Sept 15
Winter	Oct 31	Nov 15	Jan 1

Payment method: Invoice (preferred) Visa/MasterCard Discover

Please charge my credit card \$_____ for placement of my At Your Service advertisement.

Credit Card# _____ Exp Date: _____
(MM/YY)

Signature: _____ Date: _____

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 Golden, CO 80402