



DISPLAY ADVERTISING RATES & SPECIFICATIONS

Mines is a four-color magazine published quarterly by Colorado School of Mines and the CSM Alumni Association. 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 residing in the U.S., campus faculty, graduate students and all members of the undergraduate senior class. The online edition is promoted via hyperlinked emails to the same group, plus all undergraduate students. 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 25,000 and has been published continuously since 1910. We have always accepted advertising.

Reader Demographics

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.

- Mines' Career Center annual report for 2010–2011 shows that 90 percent of bachelor's degree recipients found employment in their field of study, were accepted to graduate school or returned to their home country; the average starting salary offer for this group was \$64,405.
- 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.
- About 50 percent of alumni live in the West and Southwest, 6,500 of whom are in the Denver-metro area.
- More than 60 percent of the school's alumni are under the age of 40.

Publication Schedule

Mines is published four times a year: winter (December), spring (March), summer (June) and fall (September).

General Rate Policy

- **DISCOUNT RATES:** Frequency is determined by the total number of paid insertions during the previous 12-month period. Prepaid commitments for future advertisements also qualify the advertiser to discounted rates.
- **MEMBER DISCOUNT RATES:** Active members of the alumni association receive a 10 percent discount on all display advertising.
- **SHORT ORDERS:** Advertisers will be short-rated if they do not use the amount of space on which their billings are based within the same 12-month period.
- **LIABILITY:** Advertisers and advertising agencies assume liability for all content of advertising printed and are responsible for all claims made against the publisher arising from printed advertising.
- **PUBLISHER'S RIGHTS:** The publisher reserves the right to reject any advertisement at the publisher's discretion.
- **PAYMENT:** Payment must be received by publisher one month prior to publication.
- **AGENCY COMMISSION:** Only one commission will be paid to a third-party agency per insertion order. Agencies who independently initiate contact with *Mines* magazine are entitled to a commission of 15 percent of gross billing. When a contracted sales agent of *Mines* magazine initiates contact with an advertising agency, the commission is paid to *Mines* magazine's representative. No additional commission is paid.

Phone: 303.384.2529
 Fax: 303.273.3583
 Toll Free: 800.446.9488 x2529

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

Closing Dates

Insertion orders must be received by the dates specified below. Artwork is due one month prior to press date.

ISSUE	ORDER DUE	ARTWORK DUE	ANTICIPATED MAIL DROP
Winter	11/7	11/11	12/16
Spring	2/6	2/10	3/20
Summer	5/7	5/11	6/15
Fall	8/7	8/13	9/17

Publication Requirements

Publisher prefers high-resolution PDF files (at least 300 dpi). Completed artwork should be sent to magazine@mines.edu. All colors must be reproducible from process color. Any required changes are the advertiser's responsibility. No changes can be made to ads after the artwork deadline without special permission from the publisher.

- **TRIM SIZE:** 8 3/8 inches x 10 5/8 inches
- **STORAGE AND MATERIAL:** Materials are stored for one year by the publisher, and then destroyed unless other instructions are received from the advertiser or agency.
- **BINDING METHOD:** Saddle stitch
- **FULL BLEED:** Accepted on full-page ads only (add 1/8" on all sides to accommodate)

Four-Color Rates (same as black and white)

All prices are for a single advertisement. Discounted rates apply to advertisers placing a repeat advertisement within a 12-month period, as well as prepaid commitments to multiple future ad placements and multiple placements in a single issue. Refunds cannot be given after the closing date for orders for the applicable issue.

SIZE	WIDTH x HEIGHT (inches)	1 TIME	2 TIMES	3 TIMES	4 TIMES
			(Price per issue)	(Price per issue)	(Price per issue)
Full page* (add 1/8-inch bleed)	8 3/8 x 10 5/8	\$1450	\$1377	\$1305	\$1233
2/3 page (vertical)	4 5/8 x 9 1/2	\$1063	\$1010	\$957	\$904
2/3 page (horizontal)	7 1/4 x 6 1/4	\$1063	\$1010	\$957	\$904
1/2 page (vertical)	3 5/8 x 9 1/2	\$877	\$833	\$789	\$745
1/2 page (horizontal)	7 1/4 x 4 5/8	\$877	\$833	\$789	\$745
1/3 page (vertical)	2 3/8 x 9 1/2	\$643	\$611	\$578	\$547
1/3 page (horizontal)	7 1/4 x 3 1/8	\$643	\$611	\$578	\$547
1/4 page	3 5/8 x 4 5/8	\$530	\$504	\$478	\$451
1/6 page	2 3/8 x 4 5/8	\$389	\$369	\$350	\$330

*Full-page advertisers receive a FREE tile ad on minesmagazine.com for the quarter in which their ad is current. Please submit a jpeg or gif optimized for web, RGB, 300 x 250 pixels.

Contact Information

For more information, please contact your sales representative or *Mines* magazine.

Mines Advertising
CSMAA
PO Box 1410
Golden, CO 80402
magazine@mines.edu
minesmagazine.com
303.384.2529 | 303.273.3583 fax



ADVERTISING INSERTION ORDER

Use this form to place advertisements in *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 check the appropriate box. Discounts offered to repeat and multi-issue purchases; **prices listed are for each ad.**

	WIDTH x HEIGHT (inches)	INSERTION IN 1 ISSUE	INSERTION IN 2 ISSUES	INSERTION IN 3 ISSUES	INSERTION IN 4 ISSUES
			(Price per issue)	(Price per issue)	(Price per issue)
Full page* (add 1/8-inch bleed)	8 3/8 x 10 5/8	\$1450	\$1377	\$1305	\$1233
2/3 page (vertical)	4 5/8 x 9 1/2	\$1063	\$1010	\$957	\$904
2/3 page (horizontal)	7 1/4 x 6 1/4	\$1063	\$1010	\$957	\$904
1/2 page (vertical)	3 5/8 x 9 1/2	\$877	\$833	\$789	\$745
1/2 page (horizontal)	7 1/4 x 4 5/8	\$877	\$833	\$789	\$745
1/3 page (vertical)	2 3/8 x 9 1/2	\$643	\$611	\$578	\$547
1/3 page (horizontal)	7 1/4 x 3 1/8	\$643	\$611	\$578	\$547
1/4 page	3 5/8 x 4 5/8	\$530	\$504	\$478	\$451
1/6 page	2 3/8 x 4 5/8	\$389	\$369	\$350	\$330

Discounted rates apply to repeat advertisers, prepaid commitments to insertions in multiple issues or multiple placements in a single issue. No refunds will be offered after the "order due" date for the targeted issue. All advertising services are governed by the current "Advertising Rates & Specifications" sheet.

***Full-page advertisers receive a FREE tile ad on minesmagazine.com for the quarter in which their ad is current. Please submit a jpeg or gif optimized for web, RGB, 300 x 250 pixels.**

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

ISSUE	ORDER DUE	ARTWORK DUE	ANTICIPATED MAIL DROP
Winter	11/7	11/11	12/16
Spring	2/6	2/10	3/20
Summer	5/7	5/11	6/15
Fall	8/7	8/13	9/17

Payment method: Invoice (preferred) Visa/MasterCard Discover

Please note: Calculate total charge by multiplying cost per issue by the number of issues in which ad is to be inserted.

Total: cost per issue \$ _____ X # of issues _____ = \$ _____

Credit card number to charge: _____ **Exp. date:** _____
(MM/YY)

Authorized agent signature: _____ **Date:** _____