

# 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](mailto: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](http://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	Jan 15	Feb 15	March 20
Summer	May 15	June 15	July 20
Fall/Winter	Sept 15	Oct 15	Nov 20

To place an ad, please contact *Mines* magazine

*Mines* Advertising—CSMAA  
P.O. Box 1410  
Golden, CO 80401.

Email: [magazine@mines.edu](mailto:magazine@mines.edu)  
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