





VIRES[®]

A Florida State University Advancement Publication

MEDIA KIT

MAGAZINE AD RATES

Type	1x	2x*	FSU Dept.
 Back Cover	\$3,000	\$2,850	\$3,000
 Full Page	\$2,500	\$2,375	\$2,125
 Half Page	\$1,550	\$1,472.50	\$1,317.50
 Third Page	\$1,000	\$950	\$850

*5% discount; must pay both at once



READERSHIP

VIRES magazine, produced biannually by the FSU Alumni Association and keeps FSU alumni, parents and friends connected to the university with compelling articles and stories about Florida State, its faculty, student and graduates. Our community is loyal to the FSU brand and represent a responsive target market for your product or service.

Nearly 20,000 copies of VIRES magazine are sent to our most engaged alumni, parents and friends. Additionally, the magazine's reach extends beyond print to Florida State's 390,000 + living alumni via the digital magazine, email and social media.

Reserve your space or learn more: vires@alumni.fsu.edu

View additional advertising opportunities: alumni.fsu.edu/advertise

AD DEADLINES

Spring (Mails in February)

December 1	Reservation due
December 15	Artwork due

Fall (Mails in August)

June 1	Reservation due
June 15	Artwork due

Payment is due within 30 days from receipt of the invoice, which will be sent after the contract reservation is returned. No refunds.

TECHNICAL SPECIFICATIONS

Sizes

Back Cover	9" W x 7.375" H, full bleed (.125" of bleed with printer's marks offset by at least .1667")
Full Page	7.75" W x 9.875" H, no bleed
Half Page	7.75" W x 4.75" H, no bleed
Third Page	7.75" W x 2.375" H, no bleed

Please ensure any text is at least .25" away from the edges on all sides.

File Preparation

File Format	PDF (<i>embedded images should be saved in CMYK and include a .jpg of the ad cropped to print area</i>)
Resolution	300 DPI
Color Mode	CMYK

Brand Colors

When reproducing FSU official colors, you must use the CMYK values below:

Official Garnet	C19 M90 Y50 K55
Official Gold	C6 M14 Y39 K8

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