

ABOUT

- Produced biannually by the Florida State Division of University Advancement, which includes the Alumni Association and FSU Foundation
- Engages readers with compelling articles and stories about FSU and its faculty, students and alumni
- Nearly 20,000 print copies distributed per issue to our most engaged alumni, parents and friends
- Extends reach beyond print to our over 430,00 living alumni worldwide via the digital magazine, which is promoted via email and social media
- Read by a loyal community that is highly responsive to the FSU brand, making the VIRES audience an ideal target market for many products and services

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



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

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

AD DEADLINES

Deadlines vary by issue (email vires@alumni.fsu.edu for more information).
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

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 (embedded images should be saved in CMYK and include a .jpg of the ad cropped to print area)
Resolution	300 DPI
Color Mode	CMYK

BRAND COLORS

When reproducing FSU's 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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