





VIRES®

MEDIA KIT

A Publication of the Florida State University Alumni Association

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

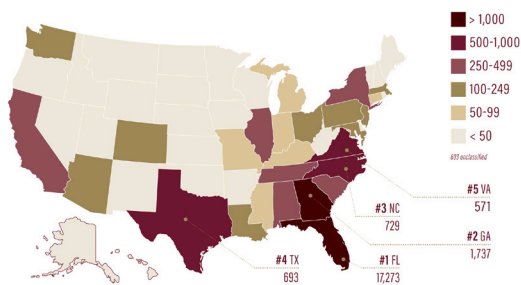
*5% discount; must pay both at once



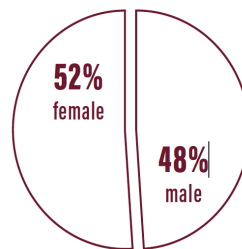
READERSHIP

VIRES magazine, produced biannually by the Alumni Association for its members, keeps alumni connected to Florida State with news about the university and fellow graduates all over the world. Our members are proud of their alma mater and represent a responsive target market for your product or service.

Members by State



Members by Gender

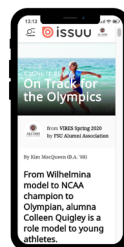


32 unclassified

Members by Age

15-24	15.48%
25-34	5.42%
35-44	9.38%
45-54	13.75%
55-64	14.39%
65-74	17.79%
75+	14.36%
Unlisted	9.43%

Nearly **20,000** copies of VIRES magazine are sent to our more than **26,000 Alumni Association** members. However, the magazine's reach extends beyond print to Florida State's **369,000 living alumni** online via the digital magazine, email and social media.



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.

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

Questions? Email Kelli Gemmer at kgemmer@fsu.edu

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

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



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