

EMORY | report

Your message can reach over 34,000 Emory community members.



Emory Report is Emory University's award-winning news source. The online publication is geared toward faculty and staff of Emory University and Emory Healthcare and reaches a diverse, highly educated and targeted audience.

With a loyal readership base, a niche market and advertising opportunities across three platforms, Emory Report delivers!



Our Audience

- Live, shop and work in this neighborhood
- Comprise one of metro Atlanta's most affluent and educated communities
- Work for Emory, the largest private employer in the Atlanta area

Advertising Appeal

- Great rates, free color
- Print ads, web ads, inserts, email banners
- Reach a targeted faculty/staff audience
- 62 years of outstanding editorial quality as Emory University's official news publication

Contact: **Diane Griffin**
 Phone: **770.652.2963**
 E-mail: **dianeg@bellsouth.net**

Advertising on the Emory Report Website

As an online publication, **Emory Report's website** (www.emory.edu/EMORY_REPORT) is the starting point for campus news — frequently refreshed with articles, videos and other engaging features. Learn how affordable, effective and fast it can be to expand the reach of your message. Contact Diane Griffin at dianeg@bellsouth.net and 770.652.2963.

AUDIENCE REACH

Emory Report publishes nearly every business day during the academic year, offering hundreds of opportunities to draw the Emory community to your ad, 24 hours a day, 7 days a week. Emory Report reaches approximately 13,000 monthly unique visitors.

Geared to a faculty and staff audience, advertising in Emory Report online is a great way to reach the at-work audience. Online ads are an effective tool to prompt users to click through to draw traffic to your website or online promotional campaign.

PLACEMENT AND SPECIFICATIONS

Ads appear in the right column of the website. The placement is on a first-come first-served basis.

Dimensions	200 pixels W x 120 pixels H
Accepted file formats	.gif, .jpg, .png
Animation	No flash or animation permitted

The advertiser should provide a URL so the viewer can click through to the advertiser's website.

The screenshot shows the Emory Report website interface. At the top, there's a navigation bar with links for SCHOOLS, LIBRARIES, RESOURCES, and SEARCH. Below that is the main header with the 'EMORY | report' logo. A secondary navigation bar includes ABOUT US, CAMPUS NEWS, EVENTS, PEOPLE, RESEARCH, and ARCHIVES. The main content area features a large article titled 'Twin exhibits trace an Islamic art' with a date of Aug. 2 - 22, 2010. To the right of the article are two images: one showing calligraphic text and another showing calligraphy tools. Further right is an 'Editor's Picks' section with three items: 'Mouse trail leads to online shoppers', 'Expanding the wireless campus', and 'Emory Report goes digital'. Below the main article are several sidebar sections: 'we've got you covered' with the Emory Report logo and a '2010 CASE CIRCLE OF EXCELLENCE' award; 'Headlines' with a list of news items; 'Featured Events' with a list of upcoming events; and 'Events @ Emory' with a list of specific events. On the far right, there are two advertisement banners: 'GET A Green Start IN 2010 WITH eStatements!' and 'CLAIRMONT RESERVE'.

FREQUENCY

Ads run for one week starting on Mondays with a two week minimum placement.

PRICING

Advertisements are \$100 per week with a two week minimum placement or \$75 per week for four or more ads.

PRODUCTION/DESIGN

The ad design should be created by the client. Web display ads can be created by the publisher for a fee. Please see the Professional Design Services section in Advertising Guidelines section on the last page of this document.

Advertise in the Print Editions of Emory Report

PRINT DISPLAY ADVERTISING

Emory Report publishes special print issues strategically throughout the year to chronicle major events and milestones in the life of the university. Advertising opportunities are offered in 4 special print issues for the 2011-2012 academic year.

DISTRIBUTION

Special print editions reach Emory faculty, staff, students and others, including alumni and community leaders. Emory Report distributes 10,000 copies to more than 35 racks in high-traffic campus locations as well as delivering directly to individuals and departments at Emory.

AD SPECIFICATIONS

- **Full page:** 10" x 14"
- **1/2 page vertical:** 5" x 14"
- **1/2 page horizontal:** 10" x 7"
- **1/4 page vertical:** 5" x 7"
- **1/4 page horizontal:** 10" x 3.5"
- **1/8 page vertical:** 2.5" x 7"
- **1/8 page horizontal:** 5" x 3.5"

Accepted Formats: .pdf, .eps, .tiff, .psd (Photoshop), .ai (Illustrator) and .indd (InDesign)

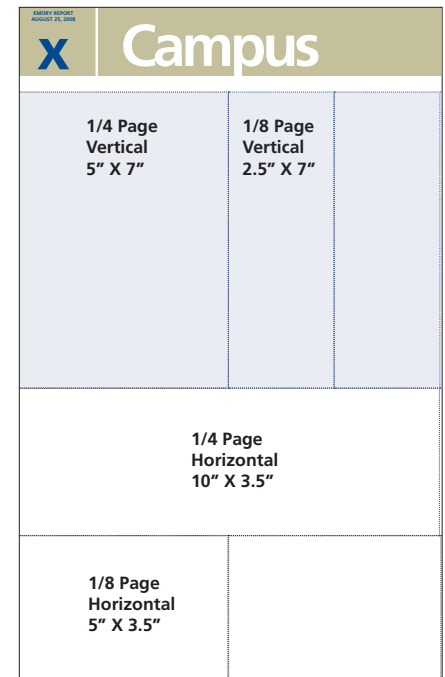
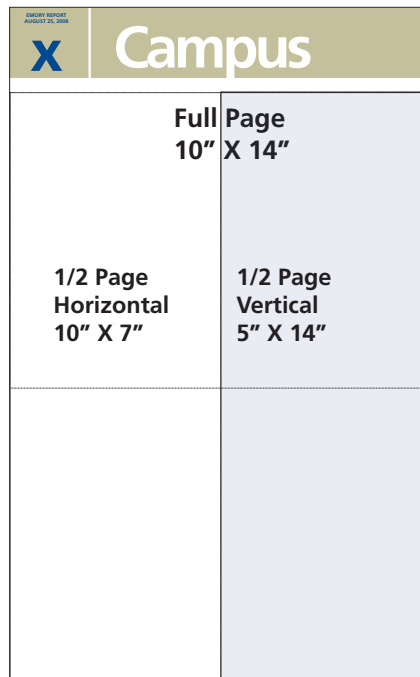
Resolution: 300 pixels/inch

DEADLINE

All ad space reservations must be received no later than **10 days prior** to the desired issue date. *See schedule below.*

FILE SUBMISSION

Client is responsible for all content and ad design, unless otherwise agreed upon.



ADVERTISING RATES (net):

Ad Size	One Issue	Two Issues	One Year
Full page	\$ 1500	\$ 1400	\$ 1300
1/2 Page	\$ 795	\$ 745	\$ 690
1/4 Page	\$ 415	\$ 385	\$ 360
1/8 Page	\$ 230	\$ 215	\$ 200

ADVERTISING SCHEDULE 2011–2012

Issue	Ad Reservation Date	Ads Due	Delivery
Back to School	11 Aug 2011	19 Aug 2011	26 Aug 2011
Welcome to Spring Semester	21 December 2011	6 January 2012	17 January 2012
Commencement	20 April 2012	31 April 2012	11 May 2012

Advertising Guidelines for All Advertising

AD PLACEMENT

Space is limited and advertising will be taken on a first-come, first-served basis. Placement of the ad is at the discretion of the editor. To guarantee placement on a certain page (except page one), a 25% percent additional fee will be charged.

CLIENT RESPONSIBILITY

The client is solely responsible for the accuracy of the advertising content. All ads must be clearly recognizable as advertisements by design. If not, the editor will label them as such.

PROFESSIONAL DESIGN SERVICES

Professional design services are available at an additional charge. The rate is \$50/hour. Ask your advertising representative for details.

ACCEPTANCE

All advertising is subject to the editor's approval. The advertiser agrees to indemnify and protect the publisher from loss or expense on claims or suits based on submitted advertising.

PAYMENT

Clients are billed in advance of publication. Credit cards and checks are accepted.

CONTENT GUIDELINES

Emory Report reserves the right to revise, reject or cancel, in whole or in part, any advertising for any reason, including advertisements that advocate illegal actions, promote activities that are detrimental or damaging to Emory University or its mission, or may be interpreted as defamatory, an invasion of privacy, fraudulent, obscene or a violation of the law or University policies and rules.

CANCELLATION POLICY

To cancel an ad, clients must contact an advertising representative at least 7 days prior to the publication date reserved or clients may be subject to a service charge of 25% of the advertisement cost.

Contacts

To advertise contact:

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(770) 652-2963

For accounting or billing inquiries contact:

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(404) 712-5274