

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: **David McClurkin**

Phone: **(407) 727-7146**

E-mail: **david.mcclurkin@emory.edu**

Advertise in the Emory Report eBulletin

The **EMORY REPORT eBulletin** is an html e-mail roundup of Emory Report's latest news, campus announcements and events. Advertise here and reach 34,000 Emory faculty, staff, and students who automatically receive this e-mail every Tuesday morning. Include a URL to your website or promotional campaign and your audience can be connected with one click. This service is offered exclusively to Emory University schools, departments and related programs.

DISTRIBUTION

Emory Report is e-mailed every Tuesday morning during academic sessions and every other Tuesday during the summer. Approximately 34,000 faculty, staff, and students automatically receive the e-mail. Others may sign up to receive the Emory Report eBulletin.

PLACEMENT AND SPECIFICATIONS

Ads appear in the upper right and the bottom left of the Emory Report eBulletin. Accepted file formats are .jpg or .gif images with the following specifications:

- Header Banner: 440 W x 110 H pixels (140 characters/30 words)
- Footer Banner: 600 W x 100 H pixels (260 characters/50 words)

PRICING

Advertisements run one time. Discounts are available for multiple runs.

- Header Banner: \$250
- Footer Banner: \$175

MAKE A RESERVATION

Ads are generally run on a first-come, first-served basis. eBulletin advertising requests must be received 10 days prior to your desired distribution date and final graphics must be submitted 7 days prior to the distribution date.

To place an advertisement simply complete the eBulletin reservation form available at www.emory.edu/EMORY_REPORT and return it to: David McClurkin at david.mcclurkin@emory.edu or call (404) 727-7146.

IMPORTANT TECHNICAL NOTE

The Emory Report eBulletin is designed in an html web-based format, which means there is a possibility that photos, graphics or text formatting will not be visible in certain e-mail programs. To ensure your message reaches the total audience, a text-only version accompanies the html-formatted eBulletin.

April 12, 2011


EMORY report


This weekly e-bulletin is designed to highlight campus news and events from Emory Report.

Explore our Car Sale!

Rates as low as 2.75%
April 15 and 16

[Click here for time and more information.](#)





FAQ on a tobacco-free campus

A task force studying the feasibility of a tobacco-free campus policy answers frequently asked questions. >




\$13,000 raised to aid Japanese relief effort

The Emory community pours out widespread support to help Japan's recovery from the earthquake and tsunami. >



Looking back, Nazi trial gave voice to victims

Book|Report Podcast: The launch of Holocaust historian Deborah Lipstadt's new book, "The Eichmann Trial," marks the 50th anniversary of a trial of a Nazi war criminal. >



Antidepressants linked to thicker arteries

Drugs to treat depression have a potentially negative effect on blood vessels. >



Language learning as close as a computer

Tech-niques Blog: The creator of "Chinese Beyond Emory" talks about her popular iTunes U podcast series, which includes students as contributors. >

Events

April 14
March For Unity to break the silence on intolerance

April 14-17
Conference explores creativity in all forms

April 18
Brogan lecturer to look at Census data use

[View all events >](#)

Take Note

Emory launches website on tobacco-free initiative

Volunteer for Commencement


175th anniversary videos are insider's guide to campus history

Faculty in the News

James Rilling
"Wired to chill? Brains of peaceful apes differ from those of aggressive chimps," *Washington Post*, April 7

Michael Leo Owens
"Felons get a chance at reform," *Atlanta Journal-Constitution*, April 5

THE REV. JOHN I. JENKINS, PRESIDENT OF THE UNIVERSITY OF NOTRE DAME
PASSIONATE CONVICTIONS & RESPECTFUL CONVERSATIONS:
FAITH IN A PLURALISTIC DEMOCRACY
Thursday, April 14th, 7:30 p.m. Gleason Memorial Auditorium • For more information go to www.aquinas.emory.edu
Sponsored by the Aquinas Center of Theology and the Candler School of Theology



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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 David McClurkin at david.mcclurkin@emory.edu, or (404) 727-7146.

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.

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.

EMORY | report

SCHOOLS LIBRARIES RESOURCES SEARCH

ABOUT US CAMPUS NEWS EVENTS PEOPLE RESEARCH ARCHIVES

Aug. 2 - 22, 2010

Twin exhibits trace an Islamic art

At the Carlos Museum, preparations are under way to present two exhibitions on Islamic calligraphy and the Qur'an. "Traces of the Calligrapher: Islamic Calligraphy in Practice, c. 1600-1900" and "Writing the Word of God: Calligraphy and the Qur'an" open Aug. 28.

Continue reading >>

Editor's Picks

- Mouse trail leads to online shoppers**
Emory computer scientists predict whether online shoppers will buy or browse.
- Expanding the wireless campus**
UTS is in the midst of significant improvements to Emory's wireless experience.
- Emory Report goes digital**
An exciting transformation is under way at Emory Report.

we've got you covered

EMORY report

MOST RECENT PRINT EDITION

Emory Report is your award-winning news source

2010 CASE CIRCLE OF EXCELLENCE

Headlines

- Breathe campaign to offer a fresh take on wellness
- Profile: Readying campus for back to school
- Poet's bequest to open doors for MARBL
- Professor cycles across America
- High schoolers explore theology
- Academic health centers need to lead
- Emory athletic facilities to undergo major renovations
- Library service desk, stacks get makeover
- Vaccine patch promises easier shots
- HIV, aging have negative impact

Featured Events

- Prize-winning plays to be staged
- SURE researchers to present posters
- Arts awards are new for Soiree
- Farmers Market resumes weekly

Events @ Emory

- John Henry Newman: Heart Speaks to Heart
Friday, Aug. 6 - Thursday, Sep. 30, 2010
- Cox Hall Food Court Will Be Closed for Maintenance
Wednesday, Aug. 11, 2010
- Alumni: Washington, DC Let's Go Emory! Party
Wednesday, Aug. 11, 2010, 5:30 - 7:30pm

GET A Green Start IN 2010 WITH eStatements!

ADVERTISEMENT

CLAIRMONT RESERVE

ADVERTISEMENT

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 2010-11 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, .tif, .psd (Photoshop), .ai (Illustrator) and .indd (InDesign)

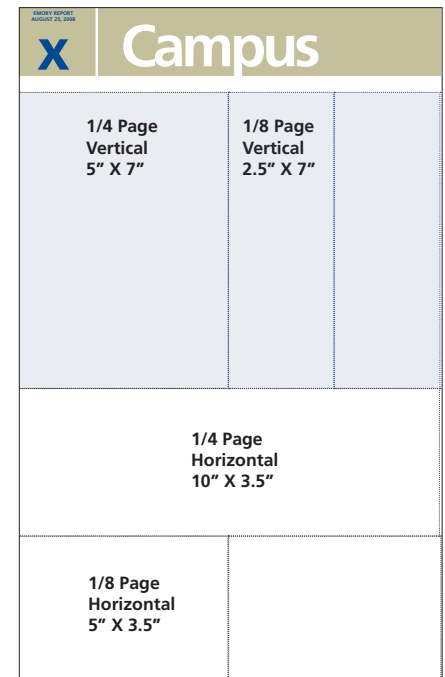
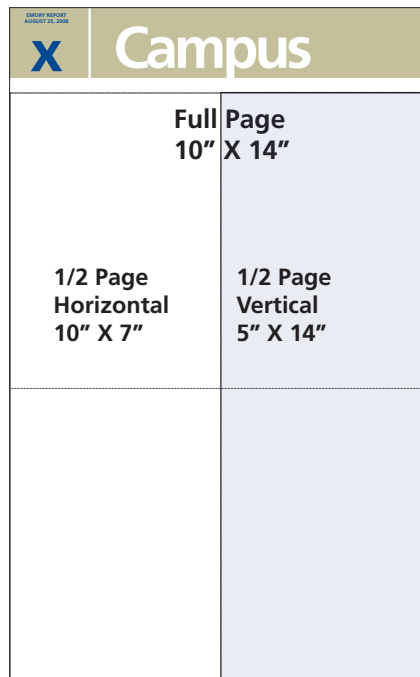
Resolution: 300 pixels/inch

DEADLINE

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

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	\$ 1100	\$ 1050	\$ 1000
1/2 Page	\$ 575	\$ 555	\$ 530
1/4 Page	\$ 300	\$ 285	\$ 275
1/8 Page	\$ 175	\$ 160	\$ 155

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

Pre-Printed Inserts

INSERTS

Let us distribute your minipublication for you. Special editorial inserts are independent supplements printed and distributed within Emory Report. They can be included in any of the four print editions of Emory Report. Your insert could be a calendar, a symposium schedule or a publication designed to raise the awareness of your organization or program.

DISTRIBUTION

10,000 copies are distributed to racks around campus as well as to individual subscribers. Readers include Emory faculty, staff, retirees, alumni, students and community members.

In addition to inclusion in the print issue, a PDF of each insert will be posted online with that issue's Web edition. The link to the insert will also be distributed with that issue's electronic version, with a total reach of 34,000.

COST

The cost for distribution of your insert in Emory Report is \$1000. These rates are for Emory clients only. If you are a non-Emory client download the rate sheet from communications.emory.edu

SPECIFICATIONS

The maximum size for an insert is four 11" x 17" pages. The minimum size is 8.5" x 11". The final flat or folded size should be 8 1/2" x 11".

CLIENT RESPONSIBILITY

The client is solely responsible for the production and printing of the insert. At least 10,000 copies should be printed. The final

inserts should be delivered to the printer at least one week prior to the printing date.

Ship final insert to:

The Sauers Group (Attention: Emory Report)
1585 Roadhaven Drive
Stone Mountain, GA 30083
Phone: 770-621-8888 (Laura Taylor)

INSERT RESERVATION DEADLINE

All insert space reservations must be received no later than 14 days prior to the desired issue date. Clients must fill out and sign a reservation form and submit it to david.mcclurkin@emory.edu. Please download the reservation form from www.emory.edu/EMORY_REPORT/about.us/advertising.html.

DESIGN

Clients are responsible for insert design that complies with Emory University and Emory Report design guidelines.

Design Services: Emory Report design services are available, schedule permitting, at an additional charge. Referrals for outside graphic design and photography services are available upon request.

Emory Report design services must be reserved at least 30 days before the issue date and content must be received 21 days before issue date.

For questions about inserts contact: David McClurkin at david.mcclurkin@emory.edu or (404) 727-7146.

Front



Back



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. Emory University SmartKey billing codes 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

For general advertising questions contact:

David McClurkin
david.mcclurkin@emory.edu
(404) 727-7146 O
(678) 595-8785 M

For accounting or billing inquiries contact:

Ed Moseley
edmosele@emory.edu
404-712-5274