



EMORY

report

Your business can reach over 30,000 Emory community members.



Advertising Appeal

- Great rates, free color
- Multiple sizes
- Reach a targeted faculty/staff audience
- 61 years of outstanding editorial quality as Emory University's official news publication



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 with an estimated \$4.2 billion annual economic impact

Emory Report is distributed free to faculty and staff of Emory University and Emory Healthcare. Our electronic version reaches more than 30,000 members of University community, including students. We distribute 7,500 issues to faculty and staff mailboxes and to more than 30 locations on Emory and Emory Healthcare campuses.



Online Advantage

Ads also appear in the PDF version on the Web at

www.emory.edu/EMORY_REPORT.



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Advertising Rates and Information

CONTACT

Emory Report Advertising

Phone: **404-727-6178**

E-mail: **ebsnyde@emory.edu**

DISTRIBUTION

Emory Report is distributed free to faculty and staff 21 times a year.

7,500 copies are distributed to racks around campus as well as to individual subscribers. Each issue of Emory Report is posted online and an electronic version is distributed via an all-Emory e-mail, with a total reach of **30,000 faculty, staff and students**.



AD SPECS:

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"

ADVERTISING RATES:

size	one time	6 or more	12 or more
Full page	\$1100	\$1050	\$1000
1/2 page	\$550	\$500	\$450
1/4 page	\$275	\$250	\$225
1/8 page	\$140	\$115	\$90

X	Campus
	Full Page 10" X 14"
1/2 Page Horizontal 10" X 7"	1/2 Page Vertical 5" X 14"

X	Campus
1/4 Page Vertical 5" X 7"	1/8 Page Vertical 2.5" X 7"
1/4 Page Horizontal 10" X 3.5"	
1/8 Page Horizontal 5" X 3.5"	

DEADLINE

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

RESERVATION

To reserve ad space contact an advertising representative at **404-727-6178** or **ebsnyde@emory.edu**.

FILE SUBMISSION

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

Accepted Formats: PDF, EPS, TIFF, PSD
(Photoshop), AI (Illustrator) and INDD (InDesign)

Resolution: 300 pixels/inch

AD PLACEMENT

Space is limited and advertising will be taken on a first-come, first-served basis. Ads do not run on page one and 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. 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.

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.

Advertising Schedule 2009–10

Publication Date	Submission Deadline
Aug. 24	Aug. 14
Aug. 31	Aug. 21
Sept. 14	Sept. 4
Sept. 28	Sept. 18
Oct. 19	Oct. 9
Nov. 2	Oct. 23
Nov. 16	Nov. 6
Dec. 7	Nov. 27
Jan. 25	Jan. 15
Feb. 8	Jan. 29
Feb. 22	Feb. 12
March 15	March 5
March 29	March 19
April 12	April 2
April 26	April 16
May 17	May 7
June 7	May 28
June 21	June 11
July 5	June 25
July 19	July 9
Aug. 2	July 23