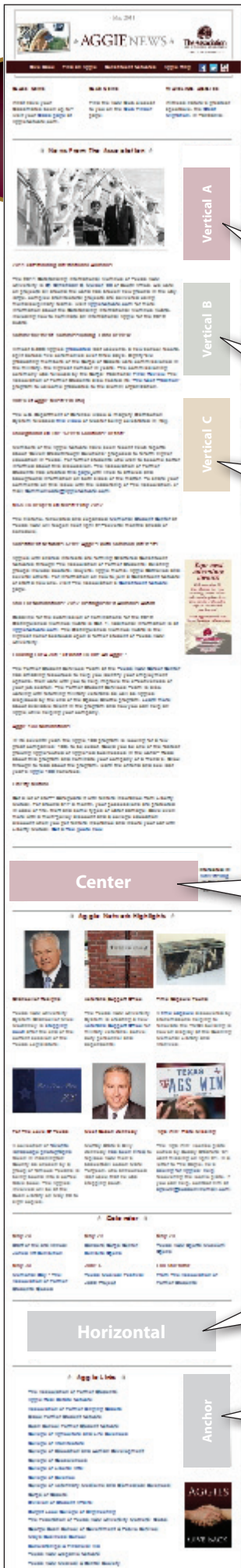


# AGGIE NEWS



Vertical A

Vertical B

Vertical C

Center

Horizontal

Anchor

**Vertical Banner A**  
(120x240 px)

| 1x    | 3x    | 6x    | 12x   |
|-------|-------|-------|-------|
| \$850 | \$750 | \$550 | \$350 |

**Vertical Banner B**  
(120x240 px)

| 1x    | 3x    | 6x    | 12x   |
|-------|-------|-------|-------|
| \$850 | \$750 | \$550 | \$350 |

**Vertical Banner C**  
(120x240 px)

| 1x    | 3x    | 6x    | 12x   |
|-------|-------|-------|-------|
| \$850 | \$750 | \$550 | \$350 |

**Skyscraper (A&B, or B&C combined)**  
(120x500 px)

| 1x     | 3x    | 6x    | 12x   |
|--------|-------|-------|-------|
| \$1000 | \$850 | \$750 | \$495 |

**Center**  
(468x120 px)

| 1x    | 3x    | 6x    | 12x   |
|-------|-------|-------|-------|
| \$650 | \$525 | \$375 | \$250 |

**Horizontal**  
(468x120 px)

| 1x    | 3x    | 6x    | 12x   |
|-------|-------|-------|-------|
| \$650 | \$525 | \$375 | \$250 |

**Anchor**  
(120x240 px)

| 1x    | 3x    | 6x    | 12x   |
|-------|-------|-------|-------|
| \$450 | \$325 | \$225 | \$150 |

**AggieNews** is an easy-to-read monthly electronic newsletter designed to keep former students, current students, faculty, staff and friends informed about important happenings at Texas A&M University and throughout the Aggie Network. **AggieNews** is distributed by e-mail in the middle of each month to over 137,000 members of the Aggie Network.

**CONTRACT & MATERIALS DUE:**

■ First Friday of the Contracted Month

**DISTRIBUTION DATE:**

■ Third Tuesday of the Month

**RECIPIENT DEMOGRAPHICS**

■ GENDER

Male . . . . . 60%  
Female . . . . . 40%

■ AGE

18-34 . . . . . 49.4%  
35-44 . . . . . 22.2%  
45-54 . . . . . 15.6%  
55-64 . . . . . 5.3%  
65+ . . . . . 4.1%

Average age: . . . . . 37

■ INCOME

Household Income based on 2007 Zip Average  
\$50K-\$99K . . . . . 63.1%  
\$100K-\$149,999 . . . . . 27.5%  
\$150K-Up . . . . . 9.4%

Average household income: . . . \$90,500

**DIGITAL SPECS**

Acceptable file formats are jpeg, pdf, psd, ai, png, and should be at least 72 dpi. No flash or animation. Please include link to website with ad submission.

**SUBMIT MATERIALS ELECTRONICALLY TO:**

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