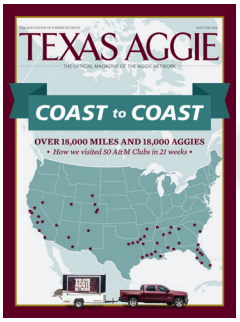
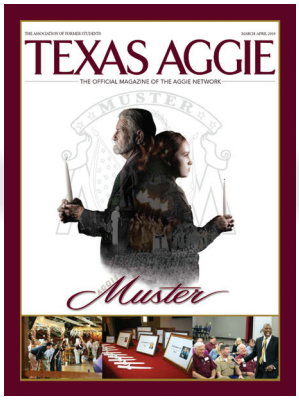
THE ASSOCIATION OF FORMER STUDENTS

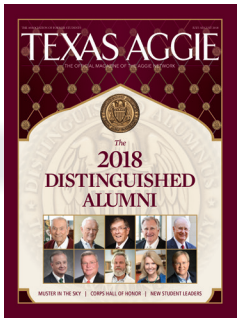
TWO THOUSAND AND NINETEEN MEDIA KIT

TEXAS AGGIE

THE OFFICIAL MAGAZINE OF THE AGGIE NETWORK







THE AGGIE NETWORK IS HUNDREDS OF THOUSANDS STRONG WORLDWIDE. *TEXAS AGGIE* MAGAZINE IS THE BEST WAY TO REACH THEM.

For almost 100 years, *Texas Aggie* magazine's stunning photography, inspiring stories and stellar production values have made it the preferred publication for all Aggies who want to stay connected to Texas A&M University and The Association of Former Students. As the official magazine of the Aggie Network, *Texas Aggie* promotes the interests and welfare of Texas A&M and perpetuates the ties of affection between former students and their alma mater. *Texas Aggie* is published six times a year as a donor benefit for all active members of The Association of Former Students, an independent, nonprofit organization that raises friends and funds for the university.

The Association OF FORMER STUDENTS®

TEXAS A&M UNIVERSITY®

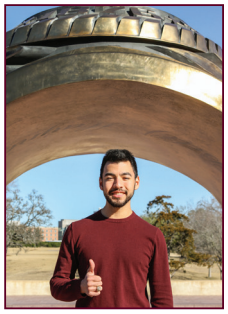
The Association of Former Students
TEXAS A&M UNIVERSITY®

For Aggies whose lives have been changed by Texas A&M, The Association of Former Students nurtures and sustains an active network of people who want to be a part of something bigger than themselves and who want to perpetuate and celebrate the values Aggies hold dear.

READERSHIP PROFILE

READERSHIP

- **63%** of readers say they purchased a Texas A&M product in the past year.
- **86.2%** say they read advertisements in *Texas Aggie.*
- **More than 50%** of those who read advertisements have done business with a *Texas Aggie* advertiser.
- **20%** of readers say they did further research about an advertiser online after seeing the ad in *Texas Aggie*.
- **90.1%** of our readers read **more than 25%** of the magazine.
- **88%** say they keep *Texas Aggie* for one month or more.
- **91.1%** say they are **satisfied** with the design and content of *Texas Aggie.*



DEMOGRAPHICS & DISTRIBUTION

Average circulation of *Texas Aggie* magazine is 58,000 printed copies per issue.

AGE *(CLASS YEAR)*

18-24 *(2009-2014)*..... 14%
25-34 *(1999-2008)*..... 20%
35-44 *(1990-1998)*..... 17%
45-54 *(1980-1989)*..... 20%
55-64 *(1970-1979)*..... 17%
65+ *(1930-1969)* 12%

MARITAL STATUS

Single..... 13%
Married..... 56%
Other/Unknown.....31%

INCOME

Average household income: $91,378

CIRCULATION INCLUDES

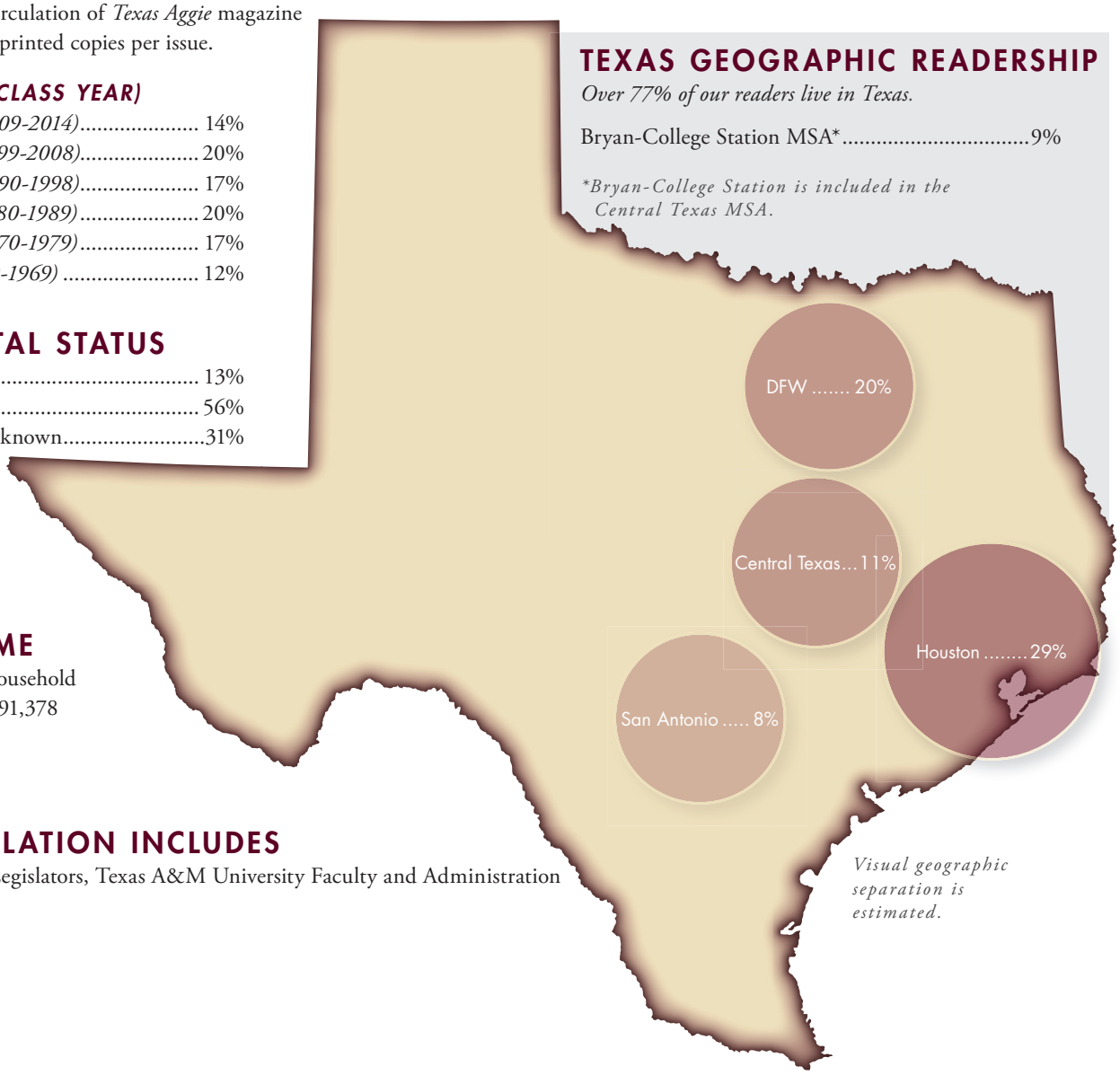
Donors, Legislators, Texas A&M University Faculty and Administration

TEXAS GEOGRAPHIC READERSHIP

Over 77% of our readers live in Texas.

Bryan-College Station MSA*.....9%

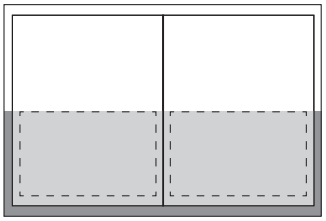
**Bryan-College Station is included in the Central Texas MSA.*

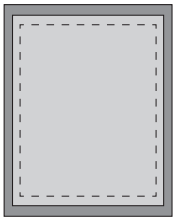


Visual geographic separation is estimated.

ADVERTISING SPECIFICATIONS AND RATES

	AD SIZE	WIDTH X HEIGHT	COLORS	1X RATE PER AD	3X RATE PER AD	6X RATE PER AD
	Inside Front Cover	8” x 10.75” .125” Bleed w/ .1875” Margin	4-Color Only	$3,800	$3,400	$3,000
	Inside Back Cover	8” x 10.75” .125” Bleed w/ .1875” Margin	4-Color Only	$3,650	$3,270	$2,950
	Back Cover	8” x 8” .125” Bleed w/ .1875” Margin	4-Color Only	$4,115	$3,670	$3,300
	Full Page	8” x 10.75” .125” Bleed w/ .1875” Margin	4-Color Only	$3,145	$2,775	$2,570
	Spread*	16” x 10.75” .125” Bleed w/ .1875” Margin	4-Color Only	$6,290	$5,550	$5,140
	Half Spread*	16” x 5.25” .125” Bleed w/ .1875” Margin	4-Color Only	$3,145	$2,775	$2,570
	One-Third Spread*	16” x 3.5” .125” Bleed w/ .1875” Margin	4-Color Only	$2,670	$2,410	$2,290
	One-Third Bookends	2.667” x 10.75” per side .125” Bleed w/ .1875” Margin	4-Color Only	$2,595	$2,340	$2,225
	Two-Thirds Page (V)	4.5833” x 9.75”	4-Color Only	$2,595	$2,340	$2,225
	Half Page (H)	7” x 4.75”	4-Color Only	$2,015	$1,820	$1,715
	Half Page (V)	4.5833” x 7.25”	4-Color Only	$2,015	$1,820	$1,715
	One-Third Page (Square)	4.5833” x 4.75”	4-Color Only	$1,595	$1,495	$1,360
	One-Third Page (V)	2.1666” x 9.75”	4-Color Only	$1,550	$1,450	$1,320
	One-Sixth Page (H)	4.5833” x 2.25”	4-Color Only	$1,235	$865	$765
	One-Sixth Page (V)	2.1666” x 4.75”	4-Color Only	$1,235	$865	$765
	MAGAZINE TRIM SIZE	8” x 10.75”	***Rates subject to change.*** *All prices are NET RATES, in U.S. Dollars, and reflect price per ad, per issue. We do not pay agency commissions nor give agency discounts. We can provide accredited agencies with gross invoices upon request.*			





**Allow a .375” gutter on all spreads to prevent pertinant information being lost in the seam of the publication.*

.125” Bleed
The file size should be extended .125” in every direction in which the ad extends to the edge of the page.

Final Trimmed Ad Size
After printing, the bleed will be trimmed off to the size given above allowing the ad to extend to the edge of the page.

.1875” Margin
Any information outside the live area created by the margins has a chance of being cut off because of possible shifting during the print/trimming process.

ADVERTISING SPECIFICATIONS AND RATES

RATES

Rates subject to change. *All prices are NET RATES, in U.S. Dollars, and reflect price per ad, per issue. We do not pay agency commissions nor give agency discounts. We can provide accredited agencies with gross invoices upon request.*

PRIORITY PLACEMENT

15% premium on an issue-by-issue basis and 10% premium on a contract basis, excluding cover positions.

DESIGN/PRODUCTION COSTS

$50 per hour (one-hour minimum)
Additional charges will be incurred for scanning, resizing, updating content and other changes.

MATERIAL SPECIFICATIONS

ACCEPTABLE SOFTWARE

Adobe InDesign, Adobe Acrobat PDF, EPS, TIFF, PSD, AI

Send artwork, including all support files such as logos, graphic images and screen and printer fonts. All color images must be composite CMYK. All images must be high resolution (at least 300 dpi). Call for further instructions.

COLLEGIATE LICENSING

Advertiser certifies any advertising with registered trademarks of Texas A&M University has been approved by TAMU Collegiate Licensing office. For more information, please contact the Collegiate Licensing office at 979-845-4621 or visit the website at trademarks.tamu.edu/licensingTrademarks.html.

Texas Aggie reserves the right to edit and refuse any and all advertising. Rates subject to change. Acceptance of an advertisement does not imply endorsement by *Texas Aggie* or The Association of Former Students.

2019 PRODUCTION DEADLINES

ISSUES	AD SPACE CLOSES	MATERIALS DUE	SHIP DATE
March-April 2019	December 3, 2018	January 4, 2019	March 6, 2019
May-June 2019	February 8, 2019	March 1, 2019	May 2, 2019
July-August 2019	March 29, 2019	May 2, 2019	July 8, 2019
September-October 2019	June 3, 2019	June 20, 2019	September 4, 2019
November-December 2019	August 1, 2019	September 2, 2019	November 4, 2019
January-February 2020	September 20, 2019	October 4, 2019	January 6, 2020

CONTACT INFORMATION

HOLLY WUTHRICH '16
Communications & Advertising Specialist
(979) 845-7514 | Fax: (979) 845-9263
Email files to *hwuthrich16@AggieNetwork.com*

Visit Us Online
AggieNetwork.com/Advertise

The Association OF FORMER STUDENTS
TEXAS A&M UNIVERSITY
505 George Bush Drive
College Station, TX 77840-2918