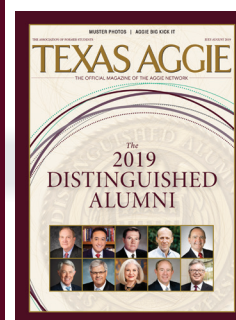
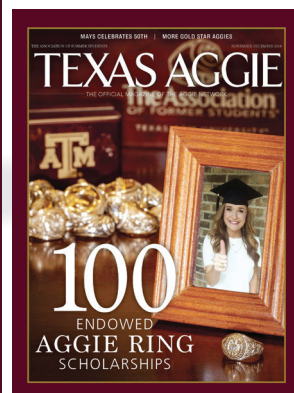
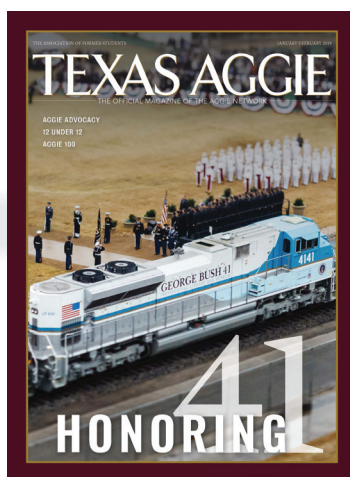


TEXAS AGGIE

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.**

Texas Aggie magazine's stunning photography, inspiring stories and stellar production values make 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 since 1921, *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 is the oldest organization serving Texas A&M University in support of the ever-growing Aggie Network. We are **HERE** for Aggies during their days as students and former students, **THERE** for Aggies as they make their way around the world and **EVERYWHERE** that the Aggie Network needs us to be.

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 56,400 printed copies per issue.

AGE

18-24.....	12%
25-34	21%
35-44	16%
45-54	19%
55-64	19%
65+	13%

MARITAL STATUS

Single.....	17%
Married.....	67%
Other/Unknown.....	16%

INCOME

Average household income: \$91,978

CIRCULATION INCLUDES

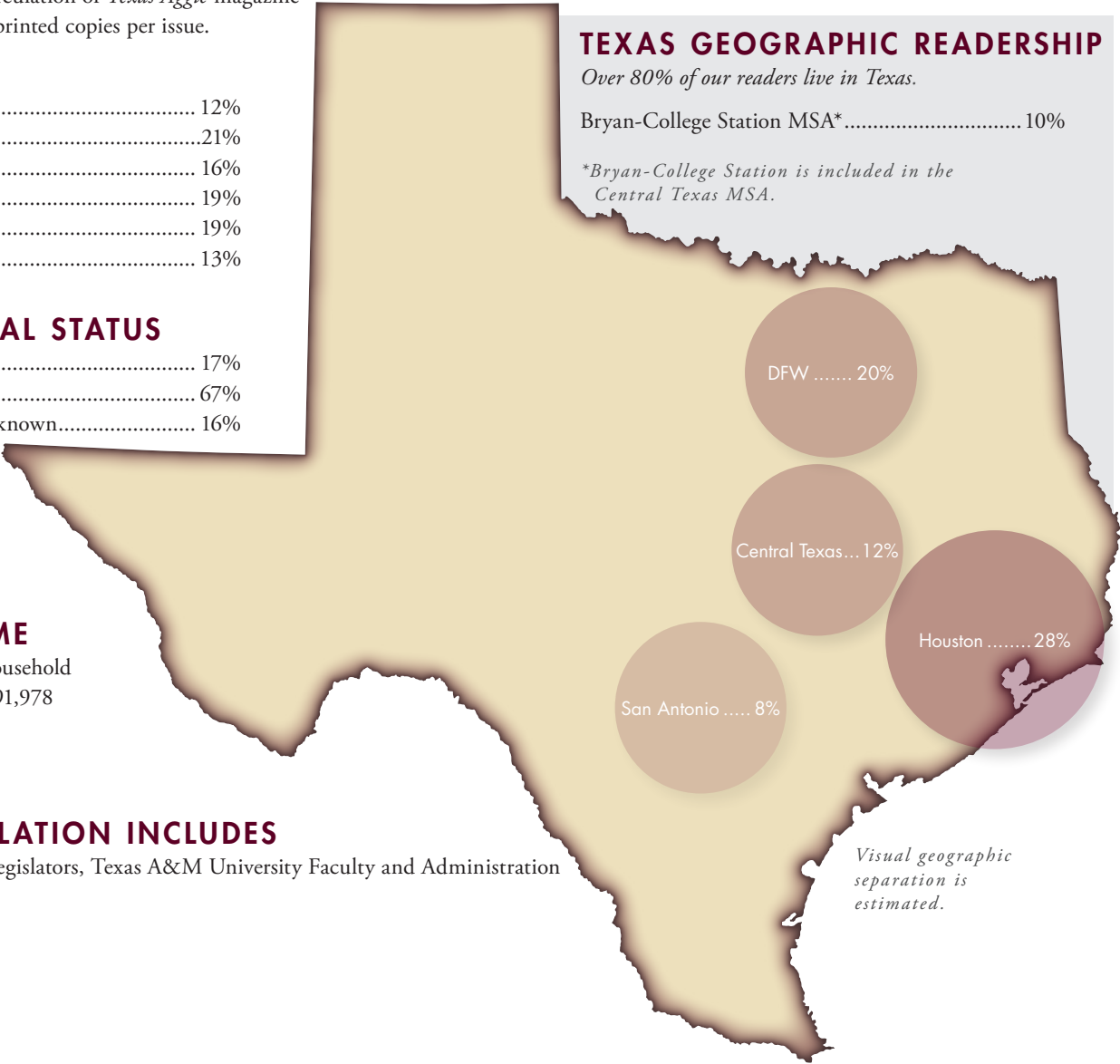
Donors, Legislators, Texas A&M University Faculty and Administration

TEXAS GEOGRAPHIC READERSHIP

Over 80% of our readers live in Texas.











Bryan-College Station MSA* 10%

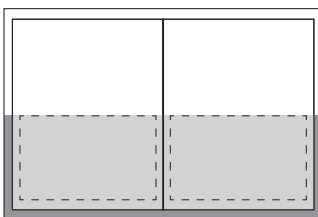
**Bryan-College Station is included in the Central Texas MSA.*



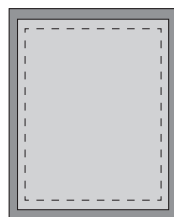
Visual geographic separation is estimated.

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 Bookends	2.667" x 10.75" per side .125" Bleed w/ .1875" Margin	4-Color Only	\$2,595	\$2,340	\$2,225
	Half Page	7" x 4.75"	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	2.1666" x 9.75"	4-Color Only	\$1,595	\$1,495	\$1,360
	One-Sixth Page	4.5833" x 2.25"	4-Color Only	\$1,235	\$865	\$765
	MAGAZINE TRIM SIZE	8" x 10.75"	<i>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.</i>			



*Allow a .375" gutter on all spreads to prevent pertinent 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.

MATERIAL SPECIFICATIONS

PRODUCTION FILES

Only finished, camera-ready advertisements will be accepted. All color images must be composite CMYK. All images must be high resolution (at least 300 dpi). Call for further instructions.

ACCEPTABLE SOFTWARE

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

COLLEGIATE LICENSING

Advertiser certifies any advertising with registered trademarks of Texas A&M University has been approved by Texas A&M University Office of Brand Development. For more information, please contact Brand Development at (979) 845-4641 or visit trademarks.tamu.edu/become-licensed.

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.



2020 PRODUCTION DEADLINES

ISSUES	AD SPACE CLOSES	MATERIALS DUE	SHIP DATE
March-April 2020	December 9, 2019	January 15, 2020	March 4, 2020
May-June 2020	February 20, 2020	March 18, 2020	May 6, 2020
July-August 2020	April 22, 2020	May 20, 2020	July 8, 2020
September-October 2020	June 18, 2020	July 16, 2020	September 2, 2020
November-December 2020	August 20, 2020	September 17, 2020	November 4, 2020
January-February 2021	October 9, 2020	November 5, 2020	January 6, 2021

CONTACT INFORMATION

HOLLY WUTHRICH '16

Communications & Advertising Specialist
(979) 845-7514 | Fax: (979) 862-2608
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