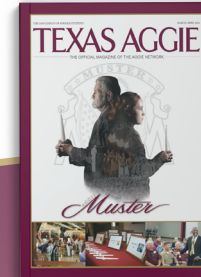




The Association
OF FORMER STUDENTS®

TEXAS A&M UNIVERSITY®



2024 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.

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.



Issues

Jan/Feb

Master Plan Update

Mar/Apr

Aggie Muster

Student Life

May/June

Special Visualization Issue

July/Aug

Distinguished Alumni

Muster Recap

University Awards

Sept/Oct

Gameday

Annual Report

Volunteer Recognition

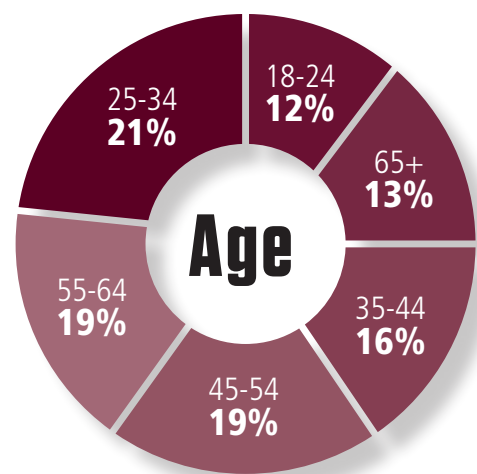
Nov/Dec

12 Under 12

Class Agents

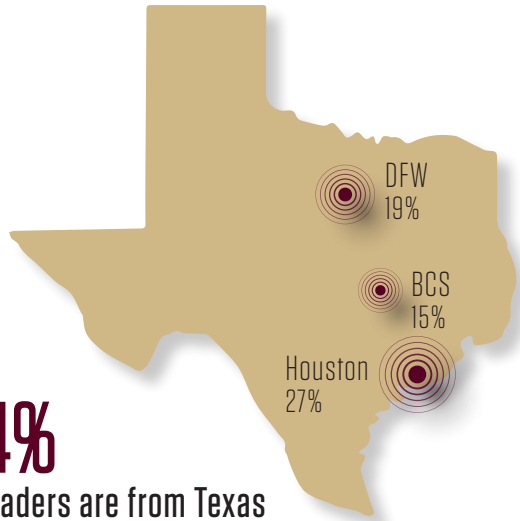
Gift Guide

Demographics & Distribution



Average Household Income: \$92,282




Texas Geographic Readership



84%
of readers are from Texas

Advertising Specifications & Rates

Ad Size	1x Rate	3x Rate	6x Rate
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Cover Options			
Covers are our most premium option and receive the most traffic of any <i>Texas Aggie</i> placement.			
 Inside Front Cover	\$3,950	\$3,550	\$3,200
 Inside Back Cover	\$3,750	\$3,400	\$3,050
 Back Cover	\$4,250	\$3,850	\$3,500

 Full Page	\$3,250	\$2,950	\$2,650
 Spread	\$6,400	\$5,750	\$5,200
 Half Page	\$2,015	\$1,900	\$1,750
 1/3 Bookend	\$2,650	\$2,500	\$2,350
 1/3 Page	\$1,650	\$1,550	\$1,450

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

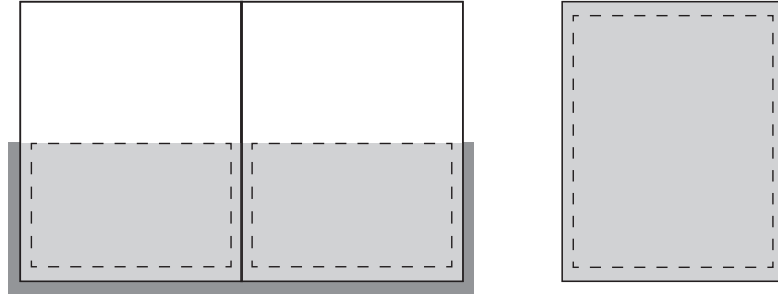
15% premium on an issue-by-issue basis
10% premium on a contract basis, excluding cover positions.

Discounts

Nonprofit: 10%
A&M affiliate: 6x rate
Pre-pay: 5%

Advertising & Size Specifications

	AD SIZE	WIDTH X HEIGHT
	Inside Front Cover	8" x 10.75" .125" Bleed w/ .25" Margin
	Inside Back Cover	8" x 10.75" .125" Bleed w/ .25" Margin
	Back Cover	8" x 8" .125" Bleed w/ .25" Margin
	Full Page	8" x 10.75" .125" Bleed w/ .25" Margin
	Spread*	16" x 10.75" .125" Bleed w/ .25" Margin
	Half Page (H)	8" x 5.375" .125" bleed w/ 0.5" Margin
	One-Third Page (V)	2.667" x 10.75" .125" bleed w/ 0.5" Margin
	One-Third Bookends	2.667" x 10.75" per side .125" Bleed w/ .1875" Margin
	MAGAZINE TRIM SIZE	8" x 10.75"



**Allow a 0.5" 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.

0.25" 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.

Color of Images (CYMK)

All advertisement places should be build in process color rather than spot color. Aggie Maroon color code is C15, M100, Y39, K69.

Material Specifications

Production Files

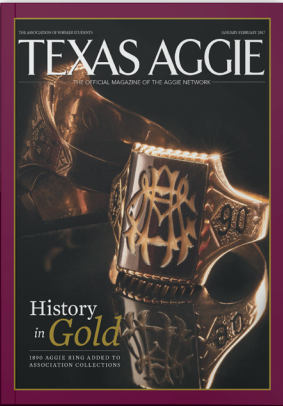
Only finished, camera-ready advertisements will be accepted. All color images must be composite CMYK. The official Aggie Maroon hex color code is #5d0025. All images must be high resolution (at least 300 dpi). Call for further instructions.

Collegiate Licensing

Advertiser certifies any advertising with registered trademarks of Texas A&M University has been approved by 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.

Acceptable Software

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



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.

2024 Production Deadlines

Issues	Reservation Date	Materials Due
January-February 2024	October 10	November 1
March-April 2024	December 11	January 8
May-June 2024	February 15	March 8
July-August 2024	April 12	May10
September-October 2024	June 14	July 3
November-December 2024	August 5	September 13

*Production deadlines are subject to change. All dates listed are tentative.

Lexie Hudson '17
Coordinator of Marketing

979-307-5716 | Cell: 214-681-0743
LHudson17@AggieNetwork.com
AggieNetwork.com/Advertise

