

# 2023 Media Kit TEXAS AGGIE

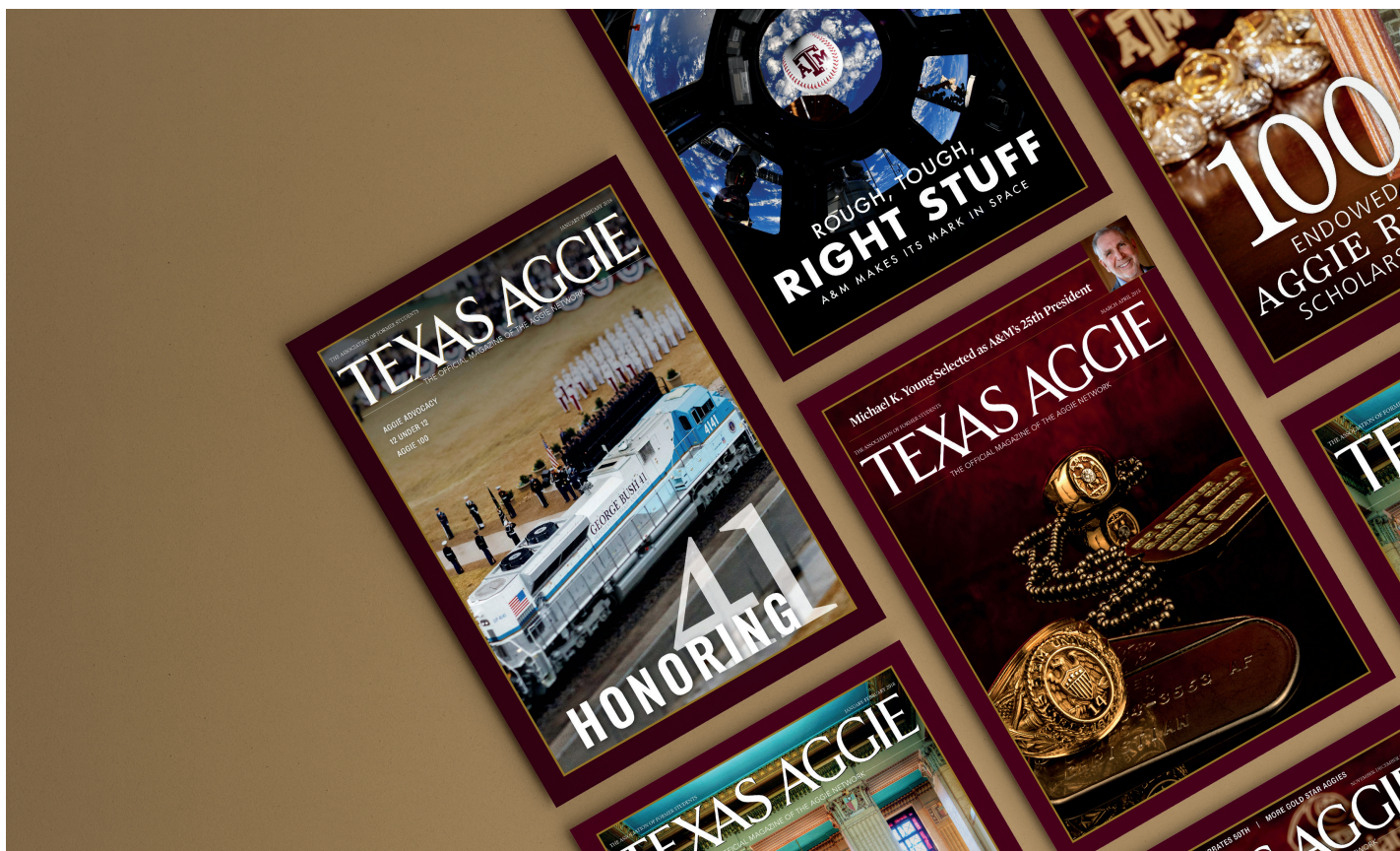
The official magazine of the Aggie Network



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, reaching 67,105 members of the Aggie Network.



## Issues

### Jan/Feb

Master Plan Update

### March/Apr

Aggie Muster

Student Life

### May/June

Special Visualization Issue

### July/Aug

Distinguished Alumni

Muster Recap

University Awards

### Sept/Oct

Gameday

Annual Report

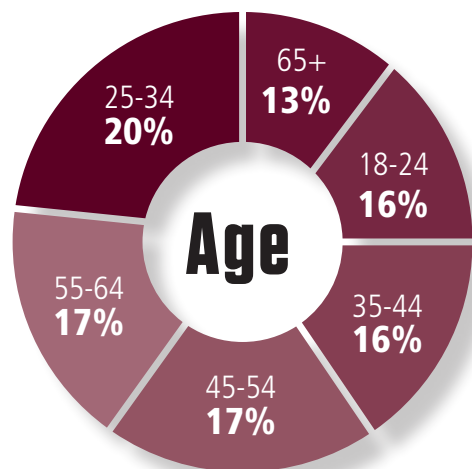
Volunteer Recognition

### Nov/Dec

12 Under 12

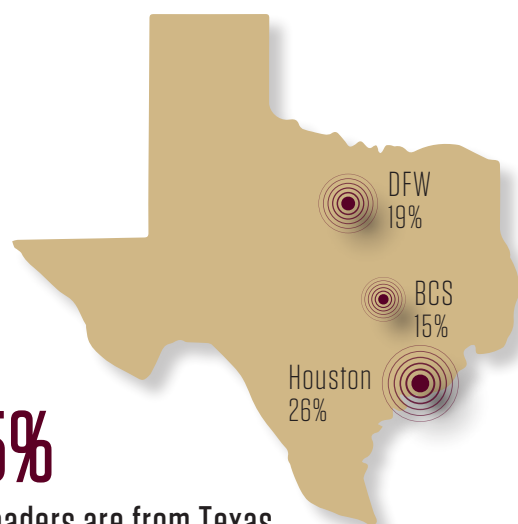
Gift Guide

## 2022 Demographics & Distribution



Average Household Income: \$93,213

## Texas Geographic Readership



## Advertising Specifications & Rates

Ad Size	1x Rate	3x Rate	6x Rate
<b>Cover Options</b> Covers are our most premium option and receive the most traffic of any <i>Texas Aggie</i> placement.			
<b>Inside Front Cover</b>	\$3,950	\$3,550	\$3,200
<b>Inside Back Cover</b>	\$3,750	\$3,400	\$3,050
<b>Back Cover</b>	\$4,250	\$3,850	\$3,500
<b>Full Page</b>	\$3,250	\$2,950	\$2,650
<b>Spread</b>	\$6,400	\$5,750	\$5,200
<b>Half Page</b>	\$2,100	\$1,900	\$1,750
<b>1/3 Bookend</b>	\$2,650	\$2,500	\$2,350
<b>1/3 Page</b>	\$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%

# 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](http://trademarks.tamu.edu/become-licensed).

## Acceptable Software

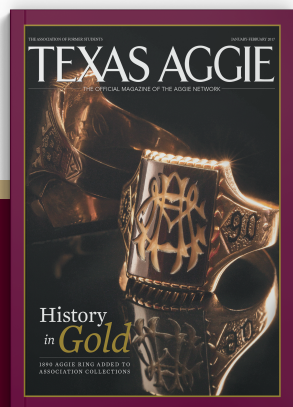
Adobe InDesign, Adobe Acrobat PDF, EPS, TIFF, PSD, AI

*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.

## 2023 Production Deadlines

Issues	Reservation Date	Materials Due
January-February 2023	October 10	October 24
March-April 2023	December 12	January 13
May-June 2023	February 6	February 21
July-August 2023	April 11	April 27
September-October 2023	May 30	June 12
November-December 2023	July 31	August 14

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



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