

VIRGINIA TECH MAGAZINE & MONTHLY ADVERTISING KIT 2018

Thank you for your interest in advertising opportunities with Virginia Tech Magazine and the Virginia Tech Monthly email newsletter.

The magazine is published in print three times a year and distributed to approximately 130,000 alumni and friends, while the digital version (vtmag.vt.edu) is updated online throughout the year. The email newsletter is distributed 12 times a year to approximately 150,000 alumni and friends.

■ Rates:

Virginia Tech Magazine

- Full Page \$6,000
- Inside Front Cover, Inside Back Cover, Page 1, Last Page \$6,500
- 1/2 Page (horizontal) \$3,900
- 1/3 Page (vertical) \$2,800

Virginia Tech Monthly

- Banner ad: Header \$550
- Banner ad: Footer \$350

■ Deadlines:

Virginia Tech Magazine

Edition	Mail Date	Artwork Due	Insertion Order
Spring 2018	Feb. 28, 2018	Jan. 31, 2018	Jan. 16, 2018
Summer 2018	June 10, 2018	May 2, 2018	April 11, 2018
Fall 2018	Sept. 30, 2018	Aug. 22, 2018	Aug. 1, 2018
Spring 2019	Jan. 31, 2019	Dec. 12, 2018	Nov. 21, 2018
Summer 2019	May 31, 2019	April 24, 2019	April 3, 2019
Fall 2019	Sept. 30, 2019	Aug. 21, 2019	July 31, 2019

Virginia Tech Monthly email newsletter

Edition	Mail Date	Artwork Due	Insertion Order
January 2018	Jan. 15, 2018	Jan. 8, 2018	Jan. 1, 2018
February 2018	Feb. 15, 2018	Feb. 8, 2018	Feb. 1, 2018
March 2018	March 15, 2018	March 8, 2018	March 1, 2018
April 2018	April 16, 2018	April 6, 2018	April 2, 2018
May 2018	May 15, 2018	May 8, 2018	May 1, 2018
June 2018	June 15, 2018	June 8, 2018	June 1, 2018
July 2018	July 16, 2018	July 6, 2018	July 2, 2018
August 2018	Aug. 15, 2018	Aug. 8, 2018	Aug. 1, 2018
September 2018	Sept. 17, 2018	Sept. 7, 2018	Sept. 1, 2018
October 2018	Oct. 15, 2018	Oct. 8, 2018	Oct. 1, 2018
November 2018	Nov. 15, 2018	Nov. 8, 2018	Nov. 1, 2018
December 2018	Dec. 17, 2018	Dec. 10, 2018	Dec. 3, 2018

Production Details:

Virginia Tech Magazine print ads

Ad type	Live area	Bleed size	Final trim size
Full page	7.5" x 10.125"	9" x 11.125"	8.75" x 10.875"
1/2 page	-	-	9" x 4.8819"
1/3 page	-	-	3" x 9.75"

- Print ads should be submitted in PDF (Acrobat) format; however, files such as TIFF, PSD, and EPS are acceptable.
- All files should be converted to four-color process (cyan, magenta, yellow, black) or grayscale and should have a resolution of at least 300 dpi.
- Full-page ads should include 0.125-inch bleed on all four sides.
- Keep all type inside the live area to prevent loss of information should over-trimming occur during the printing process.
- There is no bleed on 1/2- and 1/3-page ads.

Virginia Tech Monthly banner ads

Ad type	Size	Resolution	File type
Header	TBA	150 dpi	PNG
Footer	TBA	150 dpi	PNG

- Digital ads should be submitted in PNG format.
- All files should be converted to RGB.

Submit ads to:

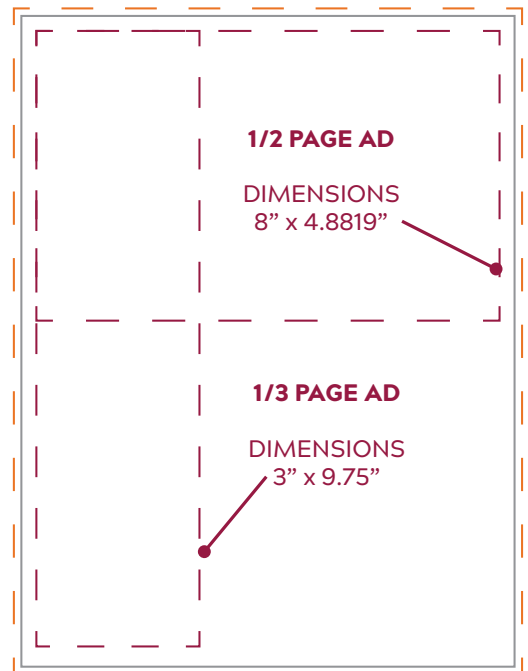
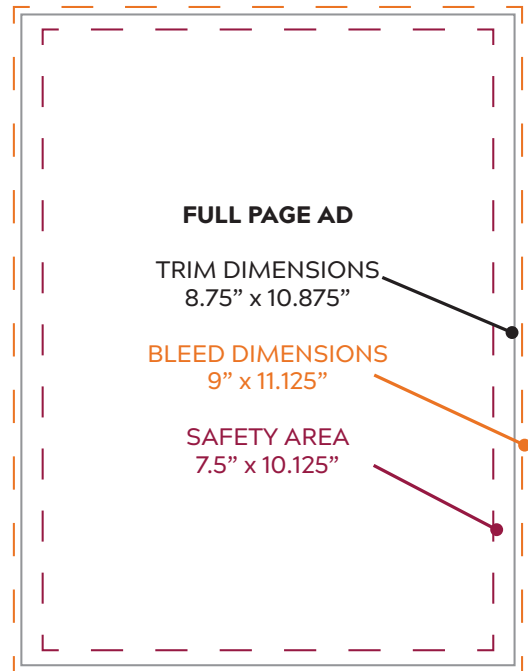
- IMG College’s Brandon Forbis (Brandon.Forbis@img.com)
- Virginia Tech’s Erica Stacy (erica.stacy@vt.edu)

Contact Us:

Advertising Coordinator
 Brandon Forbis, IMG College
 Brandon.Forbis@img.com
 540-961-7604

Editor
 Erica Stacy
 erica.stacy@vt.edu
 540-231-1969

Art Director
 Shanin Glenn
 shaning@vt.edu



■ Insertion Order

This Insertion Order constitutes an agreement between Virginia Polytechnic Institute and State University (Virginia Tech) and _____(Client) for advertising space in Virginia Tech Magazine and/or Virginia Tech Monthly, published by Virginia Tech.

Virginia Tech Magazine Edition(s): _____ Spring 2018 _____ Summer 2018 _____ Fall 2018
_____ Spring 2019 _____ Summer 2019 _____ Fall 2019

Full-page ad location: _____ Inside front cover _____ Inside back cover _____ Page 1 _____ Last page

Other ad size: _____ 1/2 Page _____ 1/3 Page

Virginia Tech Monthly Edition(s): _____ Jan. 2018 _____ Feb. 2018 _____ March 2018 _____ April 2018
_____ May 2018 _____ June 2018 _____ July 2018 _____ Aug. 2018 _____ Sept. 2018 _____ Oct. 2018
_____ Nov. 2018 _____ Dec. 2018 Ad position: _____ Header _____ Footer

Frequency: 1x 2x 3x 4x Ad Rate: \$ _____

Total cost of advertising contract: \$ _____

■ Terms

1. All ads are subject to approval. Virginia Tech reserves the right to reject or cancel any advertising for any reason at any time.
2. In the event an order is placed by advertising agency (Agency) on behalf of Client, such Agency warrants and represents that it has full right and authority to place such order on behalf of Client and that all legal obligations arising out of the placement of the ad and this agreement will be binding on both Client and Agency.
3. Client and/or Agency may not cancel orders for advertising after the artwork deadline defined in the Advertising Kit. Virginia Tech disclaims all responsibility and liability for copy changes made after such deadline.
4. With the exception of premium-placement ads (page 1, last page, inside front and back covers), positioning of ads inside the magazine cannot be guaranteed.
5. If Virginia Tech extends credit, Client will be invoiced within 30 days of artwork submission, and payment will be due within 30 days of the invoice date. If Client contracts for advertisement(s) in more than one issue, Client will be billed separately for each issue. This agreement shall not be considered paid in full until all invoices associated with this agreement are satisfied. Should it become necessary for Virginia Tech to commence collection proceedings or retain an attorney to enforce any of the terms of this agreement, Client shall pay attorneys' fees and the costs of collection incurred by Virginia Tech. Virginia Tech reserves the right to change its advertising rates at any time.
6. All advertisements are accepted and published by Virginia Tech entirely on the representation that the Client or Agency is duly authorized to publish the entire contents and subject matter and shall be jointly and severally responsible for payment thereof. In consideration of the publication of advertisements, Client and Agency, jointly and severally, will indemnify and hold harmless Virginia Tech and its officers, agents, and employees from any loss, liability, or expense (including reasonable attorneys' fees) incurred as a result of any claim, proceeding, or suit for libel, violation of the right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claim, proceeding, or suit based on the contents or subject matter of such advertisements.
7. Virginia Tech is not responsible for the errors or omissions in, or the production quality of, furnished ads. Client and/or Agency shall be responsible for any additional charges, including but not limited to charges associated with delays or failure to comply with Virginia Tech's ad guidelines, incurred by Virginia Tech arising out of the Client's and/or Agency's delivery of defective inserts and failure to deliver furnished ads pursuant to Virginia Tech's specifications.
8. In the event that Virginia Tech is unable to publish the furnished ads as a result of such failure to comply, Client and/or Agency shall remain liable for the space cost of such inserts. In addition, if an ad does not appear as a result of the act or default of Client and/or Agency, Client and/or Agency shall be liable for the space reserved for such ad and shall pay the amount that Client and/or Agency otherwise would have paid had the ad appeared.
9. Virginia Tech shall not be liable for failure to furnish advertising space or to publish any ad due to public emergency or necessity, force majeure, restrictions imposed by law, acts of God, labor disputes, or for any other cause, including equipment failures or any mechanical or electrical breakdowns, beyond Virginia Tech's control.
10. This agreement constitutes the entire understanding between Virginia Tech and Client and/or Agency. Virginia Tech has not made any representations to Client or Agency that are not contained herein and will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order, purchase order, or contract.
11. This agreement shall be governed by and construed in accordance with the laws of the Commonwealth of Virginia.

■ Client or Advertising Agency (responsible for payment)

Contact name/Title: _____ Contact e-mail: _____

Address: _____

Contact telephone: _____ Contact fax: _____

Signature: _____ Date: _____

Title: _____

Return signed contract to: Brandon Forbis
250 S. Main St., Suite 224, Blacksburg, VA 24060
Email: Brandon.Forbis@img.com

Accepted for Virginia Tech
Signature/Title: _____ Date: _____