

University Outlook


For artwork submission or inquiries, contact **Joe Leonhardt**

Director of New Business Development

joe@universityoutlook.com

303-588-7817

Progressive strategies for education professionals



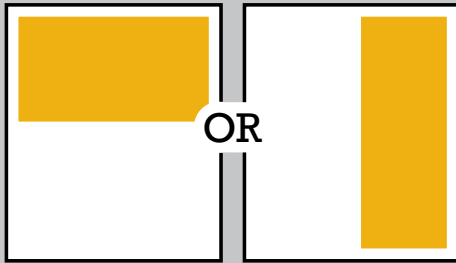
Media KIT

Print Ad Specifications

Artwork Files:

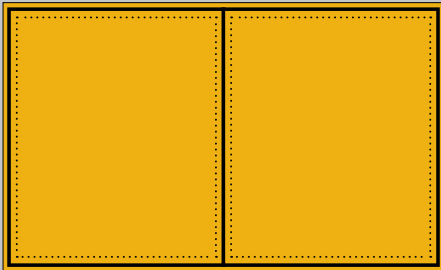
PDF is the preferred ad file format. Ads must be hi-resolution (300 dpi or higher) and CMYK print ready. We can also accept PSD, JPG, GIF, EPS and most other file formats.

We do not assume responsibility for files that are not formatted correctly for print. Please create files to the dimension specifications below. Please make sure your files are designed to the correct dimensions shown below. Full page ads require at least a 1/4 inch bleed area and should be prepared with crop marks.

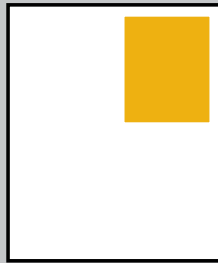


1/2 Page Horizontal or Vertical
Live Image Area: 8" w x 5" h Horizontal
3.75" w x 10" h Vertical

No bleed



Two Page Spread
Trim Size 17" w x 11" h
Live Image Area:
16" w x 10.5" h
1/4" bleed required



1/4 Page
Live Image Area:
3.75" w x 5" h

No bleed



Full Page
Trim Size 8.5" w x 11" h
Live Image Area:
8" w x 10.5" h
1/4" bleed required

Print Advertising Rates

Ad Size	1 x	3x	6x
Full Page	1,950	1,750	1,575
1/2 Page	1,080	975	880
1/4 Page	660	595	535
Two Pg Spread	3,500	3,150	2,835

★ Premium or requested ad placement is subject to availability and priced by bid.

Ad Rates:

Ad rates do not include production costs for plate changes or alterations to ad material that has been submitted to University Outlook for publication.

Ad Design:

Ad design service is available from our Creative department for \$350. Ask your representative for information regarding this service.

Color Photos:

- TIFF or JPG format • CMYK • 300 dpi

EPS (Vector Graphics):

- Include linked media
- Convert fonts to outlines

Specialty Placements

Contact us for bids on additional advertising options such as:

- Bound inserts
- Poly Bag inserts
- Center bands
- Full Cover ads

Content Submissions

University Outlook welcomes high-quality, on-topic articles for publication; however, we do not pay compensation for unsolicited article submissions. Important: we receive a high volume of email – please contact the Editor first via email before submitting any written material. Should we decide to publish a submission, we will give attribution to the submitting writer through an article byline or similar designation. You are solely responsible for the content of your submissions. We reserve the right, in our sole discretion, to edit, refuse to accept or remove any content for any reason. Articles with overbearing sales angles will not be considered for publication.

Send email to:

steve@universityoutlook.com

Ad Deadlines: 2013

Aug 2013.....July 3, 2013

Oct 2013.....September 5, 2013

Dec 2013.....October 30, 2013

Feb 2014.....January 11, 2013

Apr 2014.....February 27, 2014

Web Specifications And Rates

Digital Advertisement Requirements:

Please use the following guidelines for submitting Web-based advertisements. Please provide contact information, including phone, fax and e-mail address, for person(s) who have prepared and authorized the ad.

Vendor Directory Listings:

Vendor Directory basic listing is \$450 for the year. Premium listing which includes logo, URL and membership logos are priced at \$650 for the year.

Site-Wide banners

We offer site-wide banners that appear on every page of the site. Site-wide banners range from \$1500 to \$2000 per month depending on size and location. Banners are a 90-day, 6 month or 1 year commitment.

Internal Page Banners:

We offer internal page banners on most internal website pages. Side banners on internal pages range from \$500 to \$800 per month depending on size and location. Banners are a 90-day, 6 month or 1 year commitment.

Homepage Banner Ads:

We offer some banner spots that are only viewed on the home page. The home-page-only tile banners are \$800 per month. You can design your own or, for an additional fee, we can do the design work. Banners are a 90-day, 6 month or 1 year commitment.

Exclusive Sponsorship on the Daily Email Newsletter:

This banner is located at the top of our daily newsletter. It can be linked to your web site. The banner can again be designed by us for a fee or by your company. Sponsorship is \$1500 per 30 days.

We also have opportunities for exclusive sponsorships on select internal pages. Please contact your University Outlook rep for more information and pricing.

Advertisers that sign a yearlong agreement receive a free rotating home page preferred sponsor banner. Specs are: 180 x 50 px

Web Banner Ads Available:

Top Banner Spots,
site-wide are
470x60 px

Side Banner Spots;
site-wide or internal are
300 x 70 px

Tile Banner Spots; site-
wide or home page are
125 x 125 px

Videos, podcasts and
blogs are welcome
submissions that
our editorial staff will
review and post on
the web site.

***Banner artwork should not contain
Adobe Flash.

Webinar Promotions

Package 1: \$1000

Webinar Promotion*

- 3 emails to the University Outlook list
- Promotion on University Outlook group on LinkedIn
- Collaborative Marketing
**Suggested University Outlook daily newsletter banner.
See pricing above.*

Package 2: \$1500

Webinar Promotion and Hosting*

- Everything included above, plus:
 - University Outlook will host the webinar using GoToWebinar
 - University Outlook will introduce the presenters and can moderate if necessary
 - Registration report and weekly updates during promotion
 - Webinar practice run within 3 days of event
 - Attendee report
 - Webinar recording

**Prefer 6 weeks to promote, but need a minimum of 30 days*

UniversityOutlook.com

Contact



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Steve Adams

Editor

steve@universityoutlook.com

CIRCULATION

Circulation: 8,500+ per issue

Estimated Readership: 25,000+

Published: Six times per year

Publication Dates:

February

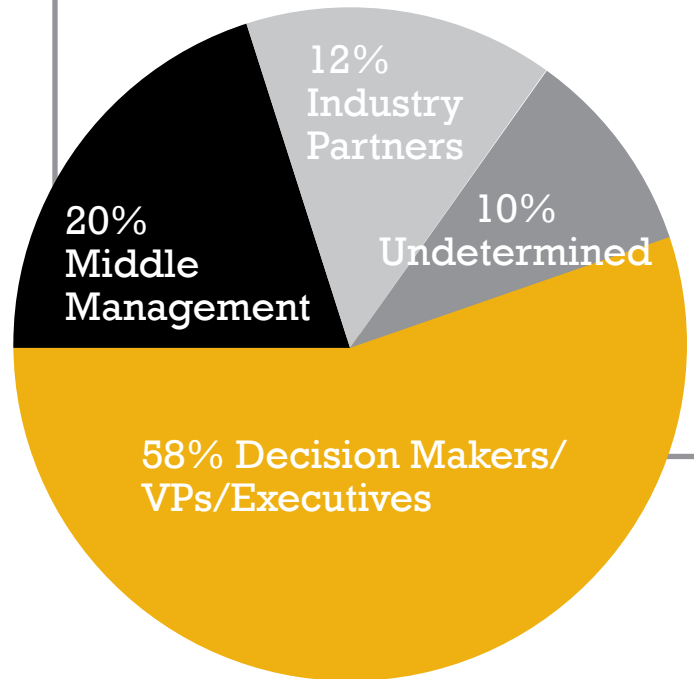
April

June

August

October

December



BILLING POLICIES

University Outlook billing will be initiated by a signed contract. The invoice will be emailed and payment is expected within 30 days of receipt.