

# OnManitoba



UNIVERSITY  
OF MANITOBA

ALUMNI ASSOCIATION INC.

CONNECTING ALUMNI AND FRIENDS OF THE UNIVERSITY OF MANITOBA

The *On Manitoba* magazine is published three times per year by the Alumni Association of the University of Manitoba reaching 120,000+ graduates world-wide. *On Manitoba* contains Association news, profiles of graduates, and news information about research, policy and events at the university.

## READERSHIP PROFILE:

*On Manitoba* readers have earned at least one university degree. Approximately 80% range in age from 22 to 52 years old. They are decision and policy-makers: many are employed as professionals and business people. 91% of *On Manitoba* readers reside in Canada; 60% reside in Manitoba.

## PUBLICATION

*On Manitoba* is printed Web Offset, four colour process and Saddle-stitched.

- **Inserts:** Flat rate of \$30 per thousand, stitched in. Insert size may not exceed finished size of magazine. Inserts are subject to editor's approval.
- **Ad position:** First-come, first served, as available.
- **Pricing:** All prices are net and do not include GST. Net amount due 30 days from date of invoice. Discounts apply to total price of advertisements before tax.

## INFORMATION AND BOOKING:

To book space in the *On Manitoba* magazine, please contact:

**Denise Proulx,**  
Alumni Association of the  
University of Manitoba,  
21 Dafoe Road West, Winnipeg, MB R3T 2N2.

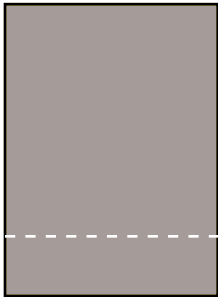
TELEPHONE: (204) 474-7116

FAX: (204) 474-7531

EMAIL: [denise\\_proulx@umanitoba.ca](mailto:denise_proulx@umanitoba.ca)

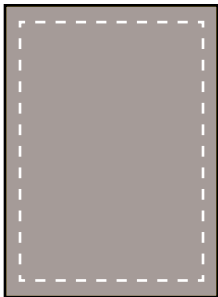
## TERMS AND CONDITIONS

- **Copy Approval:** All advertisements must be acceptable in content and design, at the publisher's discretion. Any advertisements resembling editorial may be identified as such. The publisher is not responsible for errors or omissions in supplied material. If materials are produced by the publisher on behalf of the client, the client shall be responsible for timely approval of proofs supplied. *On Manitoba* reserves the right to accept or reject advertising that competes directly with academic programs and services offered by the Alumni Association of the University of Manitoba, and to limit the number of ads it runs per issue.
- **Covers:** Advertising appearing on inside front, inside back or outside back covers may not have perforations, tear-outs or cut-outs indicated.
- **Production Charges:** Necessary or requested design, typesetting or production costs will be charged to the client. Expenses or extra time incurred as a result of the client's failure to conform to the Mechanical Requirements will also be charged.
- **General Policies:** The publisher shall not be subject to any liability whatever for any failure to publish or circulate any advertisement, in whole or in part, for any cause. Advertisers and their agents assume complete liability for all content (including text, representation and illustration) of advertisements printed and all responsibility for any claims arising therefrom against the publisher.



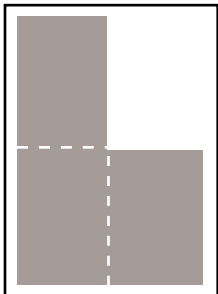
### COVERS:

- Inside front/back - \$1,650  
Trim size: 8.125 x 10.75 in / Bleeds: add .125 in  
Non-bleed Ad size: 7.625 in x 10.25 in
- Outside back - \$1,760  
Size: 8.125 x 8.75 in / Bleeds: add .125 in  
Non-bleed Ad size: 7.625 in x 8.5 in  
4 colour process **3+ Issue Discount: 15%**



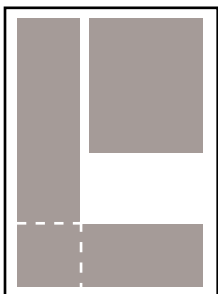
### INSIDE: FULL PAGE AD

- 4 colour, bleed - \$1540
- 4 colour, no bleed - \$1430
- 1 colour - black, bleed - \$1210
- 1 colour - black, no bleed - \$1100
- Trim size: 8.125 x 10.75 in / Bleeds: add .125 in all sides  
Non-bleed Ad size: 7.125 in x 9.75 in  
**3+ Issue Discount: 15%**



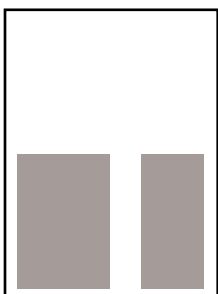
### INSIDE: HALF PAGE AD

- 4 colour - \$1210
- 1 colour - black - \$880
- Vertical: 3.5 x 9.75 in  
Horizontal: 7.625 x 4.625 in  
**3+ Issue Discount: 10%**



### INSIDE: THIRD PAGE AD

- 4 colour - \$990
- 1 colour - black - \$715
- Vertical: 2.125 x 9.75 in  
Horizontal: 4.6 x 4.625 in  
Banner: 7.625 x 2.75 in  
**3+ Issue Discount: 10%**



### INSIDE: QUARTER / SIXTH AD

- Quarter page - 4 colour - \$770
- Quarter page - black - \$550  
3.5 x 4.625 in
- Sixth page - 4 colour - \$605
- Sixth page - black - \$440  
2.125 x 4.625 in

### Mechanical Requirements:

All ads for this publication are to be supplied as electronic files.

**SPECIFICATION:** 300 dpi. Electronic ads will be accepted in PDF, PDF x1a is preferred, but a press ready will be accepted.

Ads must be accompanied with contact person, phone number and/or email address if available. PDFs must be preflighted.

All files must be received in good working order. Expenses incurred as a result of advertiser's failure to meet mechanical requirements will be charged to advertiser.

**TRANSPORT:** Ads may be placed on the FTP site or below 5 mgs can be emailed to [design@doowahdesign.com](mailto:design@doowahdesign.com).

**FTP info:** Open a web browser and go to:

<http://files.doowahdesign.com>

You will be for an asked for a USERNAME and PASSWORD. The USERNAME is **alumni**. The PASSWORD is **your email address**.

Look at the boxes on the left of the screen, select the ads folder. In the file upload box on the right browse to the file you want to upload. Once you've found it hit the BEGIN UPLOAD button. You will be informed of the progress. Once done you will see the file in the box on the right hand side of the screen. When you're finished, log out using the icon below the file.

Problems or questions? Please call Doowah Design Inc. 204.949.7230.

### Ad Materials Deadline:

Issue	Booking Deadline	Artwork or Material Deadline
April 2012	Jan. 17	Jan. 31
Aug. 2012	May 14	May 28
Dec. 2012	Sept. 10	Sept. 24