Alcalde

KEEPING EXES CONNECTED TO THE UNIVERSITY OF TEXAS

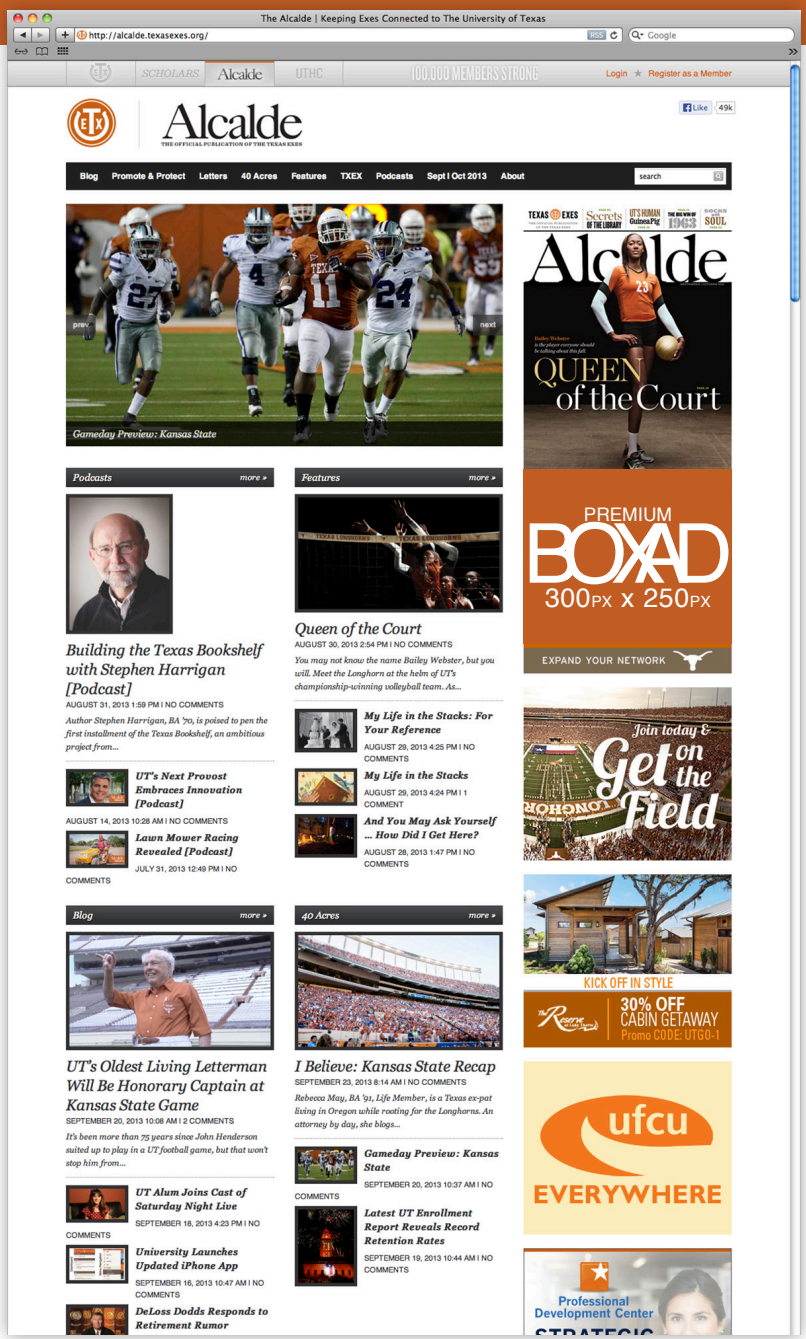
KEEPING TEXAS EXES®

CONNECTED TO THE UNIVERSITY OF TEXAS

excellence in publishing

TexasMonthly | CUSTOM PUBLISHING

ALCALDE.TEXASEXES.ORG



DIGITAL OPPORTUNITIES:
[ONLINE ADVERTISING]

No more waiting two months between print issues to get your *Alcalde* fix: Log onto the magazine's new website for fresh content daily. This new member benefit features almost everything in the print edition, plus more—from multimedia slideshows to a new blog on education policy to Web-only extras. It is the destination for the best news about UT and alumni.

AD SPECIFICATIONS:

Premium Box Ad | 300 x 250 pixels

- **Monthly Rate:** $900
- **$10 CPM**
- **89,525**
  Monthly Page Views/Impressions
- **58,200**
  Monthly Unique Visitors

FOR ADVERTISING CONTACT: Mike McKee, Advertising Director
mmckee@texasmonthly.com OR **512-320-6934**

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DIGITAL OPPORTUNITIES:
[E-NEWSLETTER]

Alcalde's monthly e-newsletter delivers directly to over 68,000 Life Members of the Texas Exes and not only encapsulates the current print edition of Alcalde, but also directs recipients to the website for a variety of more recent news stories, blog posts, multimedia features, and much more.

By sponsoring an e-newsletter, you will receive a clickable banner ad that appears prominently within the newsletter. Don't miss this opportunity to deliver your marketing message directly to the inboxes of one of America's largest, most influential and affluent alumni associations.

AD SPECIFICATIONS:

Premium Box Ad | 600 x 150 pixels

1x	$1,650
3x	$1,450
6x	$1,250
12x	$1,050

2017 SCHEDULE:

Premium Box Ad | 600 x 150 pixels

- **ADS DUE:** 5 days prior to send date
- **SEND DATE:** First Friday each Month

- **72,858** Total sent to Texas Exes Life Members (99.435% delivery rate)
- **27.74%** Average open rate

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[AD SPECIFICATIONS]

The standard online display and e-newsletter ad materials submission deadline is 1 week prior to run date.

If ad materials are not received by delivery deadline, alcalde.texasexes.org may either repeat the advertiser's most recent advertisement or publish nothing, charging advertiser and/or advertising agency for any reserved space. Special and/or custom program may require more lead time.

ONLINE | PREMIUM BOX, 300 x 250

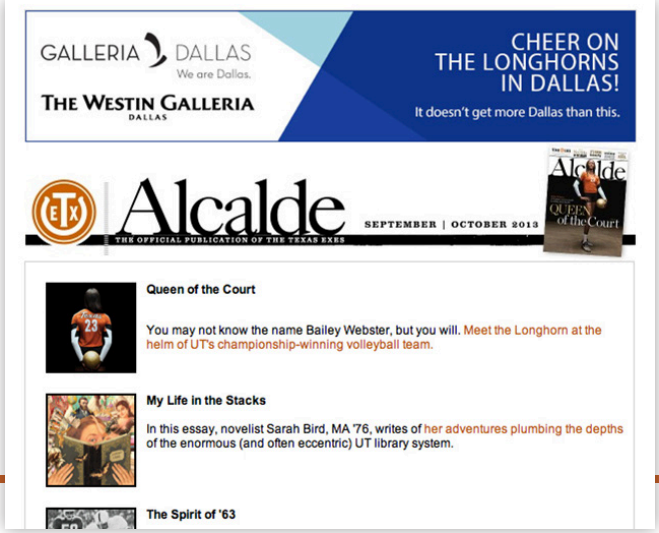
Submit URL with all ads; for standard display ads: GIF or JPEG image formats only; for ads with rich media: HTML, JavaScript, Flash; rich media ads must be served through a third party; maximum file size: 20K GIF/JPEG, 40K Flash; other formats subject to testing and approval.

▸ Animation, multimedia, time and other restrictions:

Animation may run for a maximum of 30 seconds without being refreshed by the user. Ads that overlay page content can appear for a maximum of 6 seconds and must close automatically after that. Any Takeover/Interstitial ad must include a clear "close" button.

E-NEWSLETTER | PREMIUM BOX, 600 x 150

Submit URL with all ads; for standard display ads: GIF or JPEG image formats only; maximum file size: 200KB GIF/JPEG, other formats subject to testing and approval.



ADDITIONAL REQUIREMENTS AND INFORMATION:

Please add transparent background if banner corners are rounded. Ads with a clear background or a background the same color as the page must have a one-pixel border. Linking URL, alt text and rotation instructions are required for each ad unit. All ads (including third-party ads) must be tested for approval. HTML sniffer code must be implemented in order to detect whether a user's browser is capable of displaying a Shockwave/Flash file. A back-up banner should be displayed if the user cannot accept Shockwave/Flash. Texas Monthly Custom Publishing will not approve HTML sniffer codes which prompt the user to download a plug-in. A back-up banner is required for all rich media ads. A banner may not produce audio without user initiation. Once audio begins, there must be a clear "pause" or "stop" button. Ads that expand on click or mouse over must have a clear "close" button and retract when the mouse is not on the ad space. Ads should not include fake form elements of other graphic symbols that mimic functionality that does not exist. All banners and advertising, when clicked, will launch the linked site in a new browser window. Texas Monthly Custom Publishing does not provide click-through information for ads served through third parties.

Texas Monthly Custom Publishing reserves the right to review and approve images, copy, and click-through destinations of all ads featured on alcalde.texasexes.org.

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