

Alcalde is the official alumni magazine for The University of Texas at Austin. Its subscribers are comprised of over 106,000 members of The Texas Exes Association and has an estimated readership of more than 208,000. The subscribers are loyal and responsive with strong ties to Texas and the University. Advertising in *Alcalde* offers an opportunity to connect with more than 200,000 affluent friends and alumni of The University of Texas.

Published bi-monthly, *Alcalde* offers an outstanding opportunity to consistently get your message in front of engaged and active alumni. The average subscriber household income is \$153,660 with an average net worth over \$1,000,000. 65% of our subscribers took action as a result of reading *Alcalde*.

DISTRIBUTION

106,000 subscribers
208,000 est. readers

DEADLINES (2019)

ISSUE	RESERVE SPACE	MATERIALS DUE	DELIVERY DATE
Jan/Feb	11/20	11/27	1/1
Mar/Apr	1/22	1/29	3/1
May/June	3/26	4/2	5/1
July/Aug	5/21	5/28	7/1
Sept/Oct	7/23	7/30	9/1
Nov/Dec	9/24	10/1	11/1



READERSHIP
55%/45%
MALE/FEMALE

HOUSEHOLD INCOME:
\$153,660

NET WORTH:
\$1,042,100

65%
OWN THEIR HOME

65%
HAVE TAKEN ACTION AS
A RESULT OF READING
ALCALDE

35
MINUTES
AVERAGE TIME SPENT WITH
A TYPICAL ISSUE OF ALCALDE

Source: 2012 Alcalde Reader Survey

ADVERTISING RATES (PRINT)

Four Color	1X	3X	6X
Full page	4,850	4,485	4,300
2/3 Page	4,110	3,745	3,560
1/2 page	3,355	2,990	2,665
1/3 page	2,740	2,375	1,995

Covers (4 Color Only)	1X	3X	6X
Cover II	5,630	5,340	5,067
Cover III	5,325	5,050	4,850
Cover IV	6,645	6,275	5,980

Advertising must be inserted within one year of first insertion to earn frequency discount rate. Credits earned by increasing number of ads during a contract year will be applied to future billings. No cash rebates will be made.

DIGITAL OPPORTUNITIES

Premium Box Ad | 300 x 250 pixels
Monthly Rate: \$900

- \$10 CPM
- 33,135 Monthly Page Views/Impressions
- 20,226 Monthly Unique Visitors

Premium E-newsletter | 600 x 150 pixels
Rates:

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

- Ads Due: 5 days prior to send date
- Send Date: First Friday of each month
- 72,858 total sent to Texas Exes Members
- 27.74% Average open rate

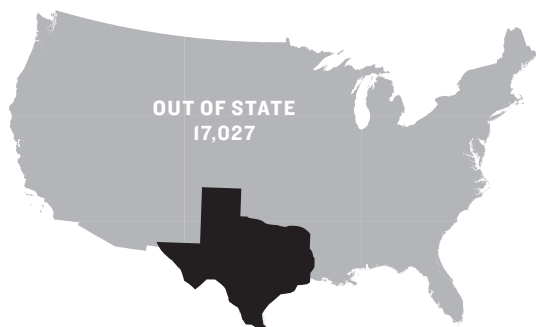
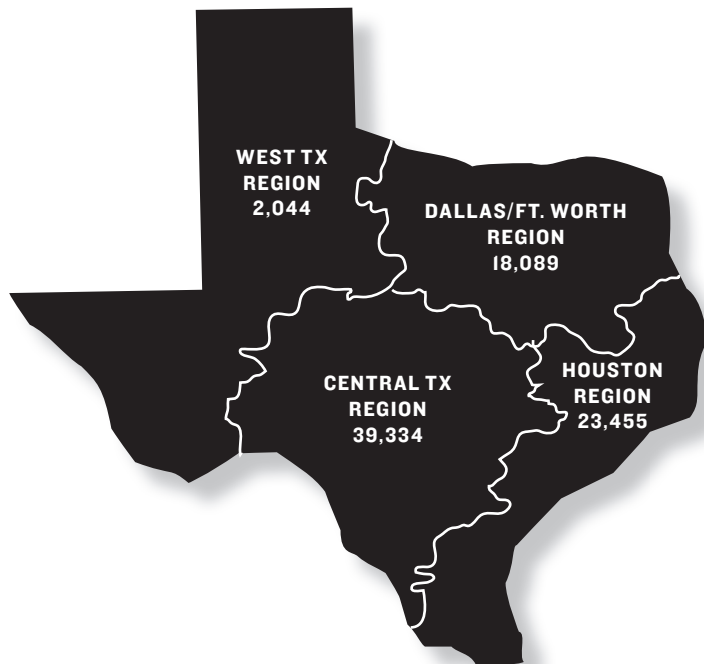
Sponsored Facebook Post
Rate: \$1,500

- 93,000+ people like Texas Exes on Facebook

FOR ADVERTISING
CONTACT

Kristin Terk Belt
kbelt@kbmediainc.com
512-970-8139

106,000 SUBSCRIBERS



DEMOGRAPHICS

READERSHIP 55% MALE/ 45% FEMALE

AGE

18-24	5%
25-34	21%
35-44	14%
45-54	16%
55+	44%
Average Age	48 yrs.
Median Age	48 yrs.

HOUSEHOLD INCOME

\$200,000 or more	23%
\$150,000 or more	35%
\$100,000 or more	55%
\$75,000 or more	71%
Average subscriber household income	\$153,660
Median subscriber household income	\$96,990

NET WORTH

\$1,000,000 +	31%
\$750,000 +	37%
\$500,000 +	50%
\$200,000 +	70%
Average subscriber net worth	\$1,042,100
Median subscriber net worth	\$445,010
Owner/partner*	22%
Own investments or securities	93%

Source: 2012 Alcalde Reader Survey

FOR ADVERTISING
CONTACT

Kristin Terk Belt
kbelt@kbmediainc.com
512-970-8139

AD DIMENSIONS

NON-BLEED SIZE:

FULL PAGE

7 1/4 x 9 7/8

2/3 PAGE

4 3/4 x 9 7/8

1/2 PAGE HORIZONTAL

7 1/4 x 4 7/8

1/2 PAGE VERTICAL

4 3/4 x 7 5/8

1/3 PAGE HORIZONTAL

4 3/4 x 4 7/8

1/3 PAGE VERTICAL

2 1/4 x 9 7/8

1/6 PAGE HORIZONTAL

4 3/4 x 2 1/4

1/6 PAGE VERTICAL

4 3/4 x 2 1/4

Bleed is available on two-page spread, full-page, 2/3, 1/2 horizontal, and 1/3 vertical ads.

One Page Bleed:

Trim size: 8" x 10 7/8"

Bleed: add 1/8" image on all sides beyond trim.

Safety Area:

Keep live matter 1/4" from trim edges.

Please do not use any Texas Exes branding in your creative.

FILE FORMATS

Print-ready PDFs are preferred; also acceptable are InDesign, Illustrator, Photoshop, EPS, or TIFF files with all supporting layout files, images and fonts included. Macintosh-originated files preferred. We may not be able to accept Windows or non-standard file formats.

IMAGES

PRINT:

CMYK, 300 dots per inch, EPS format.

WEB:

RGB, 72 dpi, JPG, GIF, PNG, TIF or SWF format. File size 50k or less.

SPOT COLORS

All spot/PMS colors must be converted to CMYK by the advertiser; if not, The Texas Exes will do so and bears no responsibility for color shifts.

DENSITY

Do not exceed 300% of all four colors in any area.

PROOFS

Please submit a proof from a SWOP-certified proofing device for color ads. The Texas Exes is not responsible for color accuracy when ads are submitted without a SWOP-certified proof.

CONFIRMING PROOFS

The Texas Exes does not supply confirming proofs. If we must make a change to your ad we may, at our discretion, email you a confirming screenshot JPEG or PDF.

TO UPLOAD YOUR AD FILE

Please email your ad materials (PDF, JPEG, TIFF, or compressed folder with native files) to ads@texasexes.org. Be sure to name your file before sending it with the advertiser name and issue date.

TO SEND YOUR AD FILE

Please submit a CD or DVD with all ad files (including supporting layout files when applicable), an acceptable proof, and contact information in case we have a problem with your ad.

SHIPPING ADDRESS FOR AD MATERIALS

Please send ad materials via trackable overnight delivery service to:

Texas Exes
Attn: Alcalde Ads
2110 San Jacinto Blvd.
Austin, TX 78712
512-840-5700

CANCELLATIONS

Cancellation of any part of a contract voids all rate and position agreements. Neither the advertiser, the advertising agency, nor their agents may cancel after the closing date. No cancellations, changes, or insertion orders will be accepted by the Texas Exes after the closing date. If, by the materials deadline, the Texas Exes has not received copy deemed acceptable for publication, the Texas Exes may either repeat the advertiser's most recent ad that it has published or publish nothing, charging advertiser and/or advertising agency for any space reserved by them. The Texas Exes reserves the right to refuse any advertising and shall not be liable for damages if for any reason it fails to publish an advertisement. Texas Exes branding may not be used in any creative collateral.

QUESTIONS

For technical questions regarding your ad and additional information regarding materials, contact:

Amber Byfield
512-840-5640
ads@texasexes.org

