

### Place a Reunion Ad in Class Notes

### Promote reunion participation and attendance

- Ads are placed near class columns Traditional class logos can be incorporated
- Design and layout assistance is available
- Consider mailing an issue with a custom cover to non-duespayers

### Space Reservation Deadlines

Issue	Deadline		
Jan/Feb	Nov 15		
Mar/Apr	Jan 15		
May/Jun	Mar 15		
Jul/Aug	May 15		
Sep/Oct	Jul 15		
Nov/Dec	Sep 15		

### Copy Deadlines

Copy is due one week after the space reservation deadline.

For information online visit our website at

#### cornellalumnimagazine.com

Click on "Advertise" at the top of the home page and scroll down to "Advertising for Cornell Classes."

#### Or contact:

### Alanna Downey Advertising Sales

Cornell Alumni Magazine 401 East State Street, Suite 301 Ithan NY 14850

Ithaca, NY 14850

Tel: (607) 272-8530, ext. 23 Fax: (607) 272-8532

E-mail: ad41@cornell.edu

78 elebrate in '08

# 30th REUNION June 5-8, 2008

Please visit our class website for more information or to volunteer

### http://classof78.alumni.cornell.edu

or contac

Suzanne Bishop Romain, Reunion chair, at Sbromain@aol.com or Mary Bowler Jones, Reunion chair, at Mary.E.Bowler@USA.dupont.com

Sample ad, shown actual size.

1/3 page square (4-9/16" x 4-7/8")

See other side for ad sizes and rates.

### Advertising rates\*

Ad size (in inches)	Black &		
	White	2-color	4-color
Full page (7 x 10)	\$885	\$1,105	\$1,330
2/3 page (4-9/16 x 10)	\$655	\$820	\$985
1/2 page horz. (7 x 4-7/8)	\$530	\$665	\$795
1/2 page vert. (4-9/16 x 7-3/8)	\$530	\$665	\$795
1/3 page vert. (2-3/16 x 10)	\$370	\$465	\$555
1/3 page sq. (4-9/16 x 4-7/8)	\$370	\$465	\$555
1/6 page vert. (2-3/16 x 4-7/8)	\$200	\$250	\$300
1/6 page horz. (4-9/16 x 2-3/8)	\$200	\$250	\$300
1/12 page (2-3/16 x 2-3/8)	\$115	\$145	\$175

**Customized cover** (8-1/4" x 10-7/8")—\$2.50 per issue plus printing and tip-on costs (generally 1.25 - 1.75 per piece). Best issues: Sep/Oct or Jan/Feb. Call for details. Hard copy output will be scanned at CAM.

### Instructions for preparing electronic files

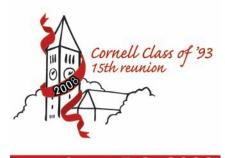
- 1. Name files as follows: classofXX\_issueyear.extension; e.g.: classof85\_jan09.pdf
- 2. Tiff, jpeg, pdf, eps. All images except black and white should be CMYK at 300 dpi. Cornell red in CMYK is: 10c 92m 72y 21k. The solid Pantone color is 187. Do not send PowerPoint files.
- 3. Quark Xpress 6.5 (collect for output, and include all images and fonts and a hard copy marked with instructions).

Send by email to: ad41@cornell.edu or on CD to: Cornell Alumni Magazine 401 E. State St., Suite 301 Ithaca, NY 14850 Attn: Stefanie Green

\*Rates include a 15% camera-ready discount. Ad copy prepared by *Cornell Alumni Magazine* is billed at \$60.00/hour. Subject to change.

1/6 page horizontal (4-9/16" x 2-/8") not shown

### Return. Reacquaint. Renew.



June 5-8, 2008 http://classof93.alumni.cornell.edu/

GOOD MEMORIES
GOOD FRIENDS
GOOD TIMES

FIFTY-FIFTH

CORNELL

REUNION!

JUNE 5-8, 2008
For more information, visit our website: http://classof53.alumni.cornell.edu

## It's 007 Time! A time to remember!



**55th Reunion** JUNE 7-10, 2007

### Plan **NOW** To Double O'Seven

Watch for March Mailing of Registration Form

All Dining will be Inside—
No Rain—No Mud—
No Wind—No Cold—No Heat

### SPECIAL EVENTS

- Joel Silbey and Ted Lowi Discussion on 2008 Presidential Election
- Reception and Dinner at the Lab of Ornithology at Sapsucker Woods
- Farewell Breakfast at Country Club of Ithaca

plus all the University Activities . . . and much, much more!

Visit our website: http://classof52.alumni.cornell.edu or call Joy Rees Hoffman (607) 733-4920 or Bob Chabon (607) 277-7328