



When your advertisement appears in the national award-winning Georgia Tech Alumni Magazine, you will receive a welcome invitation into the homes and businesses of more than 120,000 Georgia Tech alumni and friends.

With two issues per year reaching 120,000 alumni and the remaining four issues being mailed exclusively to over 36,000 loyal Roll Call donors, the Georgia Tech Alumni Magazine reaches an average of 57,300 households six times a year. This publication features stunning photographic essays and extensive coverage of emerging technology, Tech traditions and alumni achievements, along with campus news and upcoming events.

Advertising Rates

Back Cover	\$3,500
Full Page Color	\$3,025
Full Page Black and White:	\$2,750
Half Page Color	\$2,125
Half Page Black and White	\$1,925
Quarter Page Color	\$1,485

AD Dimensions

Back Cover-Bleed

- Trim Size: 9" x 8.875"
- Bleed Size: 9.125" x 9.125"
- Safety Area: 8.5" x 8.375"

Full Page-Bleed

- Trim Size: 9" x 10.875"
- Bleed Size: 9.25" x 11.125"
- Safety Area: 8.5" x 10.375"

Full Page-Non Bleed

- Trim Size: 8" x 9.875"
- Bleed Size: 8" x 9.875"
- Safety Area: 7.5" x 9.375"

Half Page Horizontal

- Trim Size: 7.75" x 4.875"
- Bleed Size: 7.75" x 4.875"
- Safety Area: 3.375 x 9.375

Half Page Vertical-Bleed

- Trim Size: 4.25" x 10.875"
- Bleed Size: 4.5" x 11.125"
- Safety Area: 3.75" x 10.375"

Half Page Vertical-Non Bleed

- Trim Size: 3.875" x 9.875"
- Bleed Size: 3.875" x 9.875"
- Safety Area: 3.875" x 9.375"

Quarter Page

- Trim Size: 3.875" x 4.75"
- Bleed Size: 3.875" x 4.75"
- Safety Area: 3.375" x 4.25"

Publication Schedule

Fall 2011 Issue

Ad Material Due: June 21, 2011

Mail Date: First Week in August 2011

Winter 2011 Issue

Ad Material Due: Last Week in September 2011

Mail Date: First Week in November 2011

Spring 2012 Issue

Ad Material Due: Third Week in December 2011

Mail Date: Second Week in February 2012

Summer 2012 Issue

Ad Material Due: Last Week in March 2012

Mail Date: First Week in May 2012