

VIRGINIA TECH magazine

2023 MEDIA KIT



REACH THE HOKIE NATION

Thank you for your interest in advertising opportunities with Virginia Tech Magazine. The magazine is published in print three times a year and distributed to approximately 130,000 alumni and friends, and the digital version (vtx.vt.edu/magazine) is updated online throughout the year.

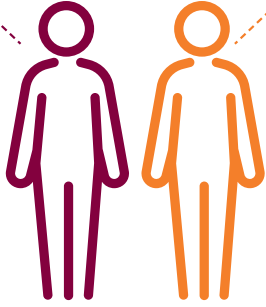


ADVERTISING CONTACT
(540) 231-9745 | vtbrand@vt.edu



56%
MALE

43%
FEMALE



70%
BACHELORS

22%
MASTERS

5%
DOCTORATE



DEMOGRAPHICS

130,000

VIRGINIA TECH MAGAZINE



BY AGE GROUP

| | |
|-------|-----|
| 18-20 | 1% |
| 21-30 | 15% |
| 31-40 | 10% |
| 41-50 | 10% |
| 51-60 | 11% |
| 61-70 | 10% |
| 71-80 | 7% |
| 81+ | 3% |



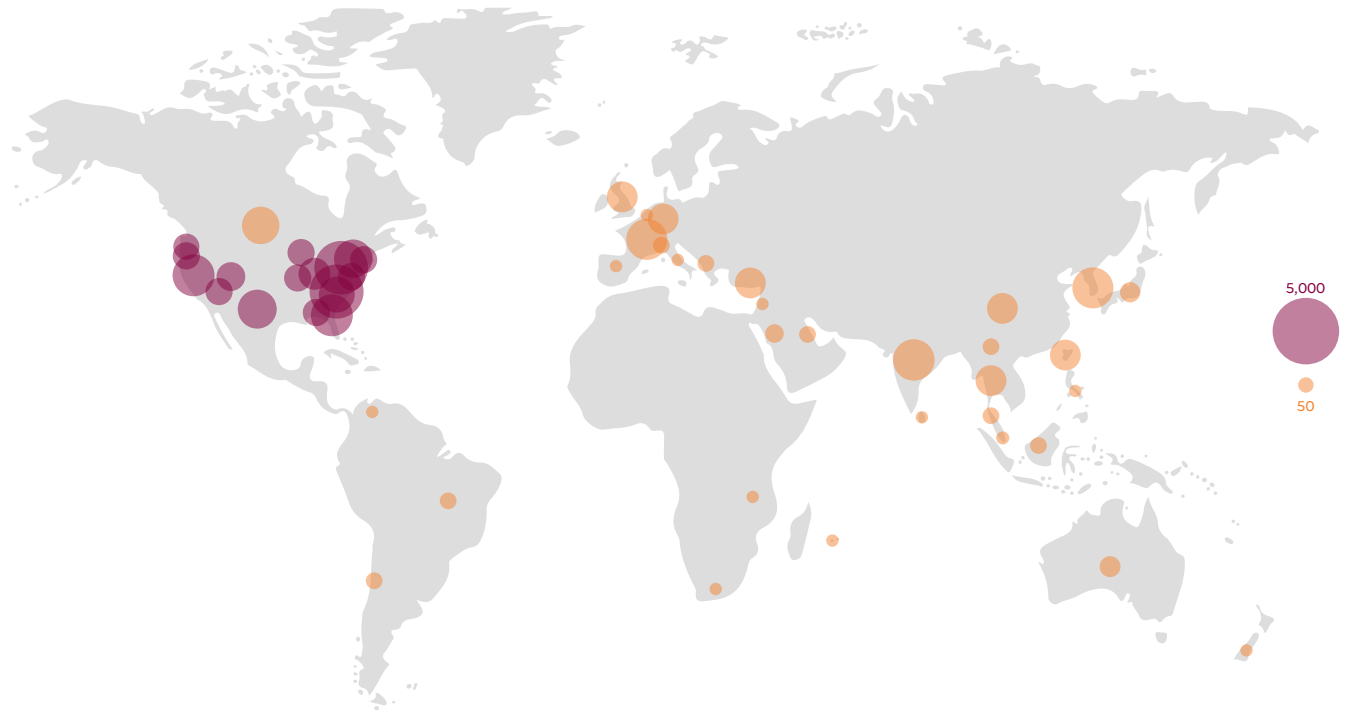
(Distribution numbers are calculated by household. Most households include more than one resident so actual readership is higher.)

U.S. TOP 5

Virginia, North Carolina,
Maryland, California, & Florida

WORLD-WIDE ALUMNI

Total alumni population: 263,302



UNITED STATES DISTRIBUTION

| | | | | | | | |
|-----------------|---------------|----------------------|-------|---------------|-----|--------------|-----|
| Virginia | 81,943 | Ohio | 1,252 | Oregon | 396 | Vermont | 136 |
| North Carolina | 8,187 | Massachusetts | 1,223 | Missouri | 336 | Arkansas | 129 |
| Maryland | 7,805 | Washington | 944 | Minnesota | 296 | Idaho | 127 |
| California | 4,096 | West Virginia | 931 | Louisiana | 278 | Oklahoma | 127 |
| Florida | 4,076 | District of Columbia | 876 | New Hampshire | 269 | Iowa | 122 |
| Pennsylvania | 3,622 | Illinois | 814 | Wisconsin | 261 | Rhode Island | 118 |
| New Jersey | 3,191 | Connecticut | 806 | Nevada | 230 | Montana | 98 |
| Texas | 2,947 | Arizona | 682 | New Mexico | 202 | Nebraska | 83 |
| Georgia | 2,542 | Delaware | 662 | Utah | 184 | Alaska | 68 |
| South Carolina | 2,266 | Michigan | 576 | Maine | 183 | Wyoming | 46 |
| New York | 2,239 | Alabama | 562 | Kansas | 164 | South Dakota | 42 |
| Tennessee | 1,736 | Kentucky | 505 | Mississippi | 150 | North Dakota | 19 |
| Colorado | 1,304 | Indiana | 443 | Hawaii | 148 | | |

INTERNATIONAL DISTRIBUTION

| | | | | | | | |
|-----------------------|----|--------------------------|---|------------------------------|---|----------------------|---|
| Ontario | 45 | Nova Scotia | 8 | Saskatchewan | 2 | Dublin | 1 |
| Armed Forces Pacific | 44 | Quebec | 8 | Shanghai Shi | 2 | Khulna | 1 |
| British Columbia | 26 | Virgin Islands | 8 | Abu Dhabi | 1 | Manitoba | 1 |
| Puerto Rico | 21 | Guam | 5 | Andaman and Nicobar Islands | 1 | Panama | 1 |
| Alberta | 8 | England | 3 | Australian Capital Territory | 1 | Prince Edward Island | 1 |
| Armed Forces Americas | 8 | Northern Mariana Islands | 3 | Bogota | 1 | Seoul | 1 |

SPECS

8.75 X 10.875"
TRIM

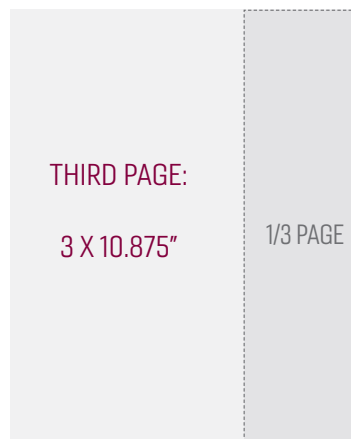
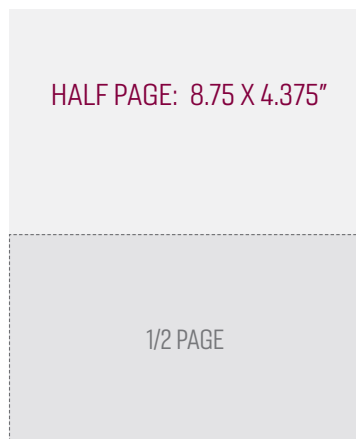
7.75 X 9.875"
TEXT SAFE AREA

9 X 11.125"
BLEED



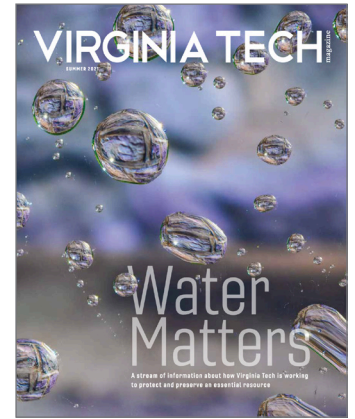
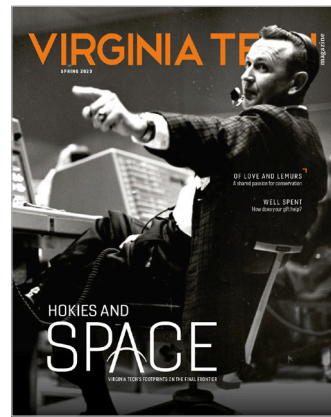
Include a 0.125" bleed on all outside edges of any size ad. To ensure that no text is lost, keep all text within 0.5" from outside edge of trim.

Submit all ads as a CMYK PDF with a resolution of at least 300 dpi when placed at 100%.



2023 AD RATES

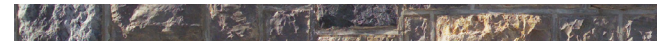
| | 1x | 2x | 3x |
|-----------------------|---------|---------|---------|
| Full Page | \$5,000 | \$4,500 | \$4,000 |
| Inside Front Cover | | | |
| Inside Back Cover | | | |
| Page 1 | | | |
| Last Page | \$5,500 | \$5,000 | \$4,500 |
| 1/2 Page (horizontal) | \$3,500 | \$3,250 | \$3,000 |
| 1/3 Page (vertical) | \$2,500 | \$2,275 | \$2,150 |



SUBMISSION DEADLINES

| EDITION | RESERVATION DATE | ARTWORK DUE | MAIL DATE |
|-----------|------------------|-------------|-----------|
| Spring 23 | Jan. 20 | Feb. 6 | Mar. 21 |
| Summer 23 | May 19 | June 5 | July 25 |
| Fall 23 | Sep. 22 | Oct. 2 | Nov. 21 |

Submit all print ads as a CMYK PDF with a resolution of at least 300 dpi when placed at 100%.



TERMS

1. All ads are subject to approval. Virginia Tech reserves the right to reject or cancel any advertising for any reason at any time.
2. In the event an order is placed by advertising agency (Agency) on behalf of Client, such Agency warrants and represents that it has full right and authority to place such order on behalf of Client and that all legal obligations arising out of the placement of the ad and this agreement will be binding on both Client and Agency.
3. Client and/or Agency may not cancel orders for advertising after the artwork deadline defined in the Media Kit. Virginia Tech disclaims all responsibility and liability for copy changes made after such deadline.
4. With the exception of premium-placement ads (page 1, last page, inside front and back covers), positioning of ads inside the magazine cannot be guaranteed.
5. If Virginia Tech extends credit, Client will be invoiced within 30 days of artwork submission, and payment will be due within 30 days of the invoice date. If Client contracts for advertisement(s) in more than one issue, Client will be billed separately for each issue. This agreement shall not be considered paid in full until all invoices associated with this agreement are satisfied. Should it become necessary for Virginia Tech to commence collection proceedings or retain an attorney to enforce any of the terms of this agreement, Client shall pay attorneys' fees and the costs of collection incurred by Virginia Tech. Virginia Tech reserves the right to change its advertising rates at any time.
6. All advertisements are accepted and published by Virginia Tech entirely on the representation that the Client or Agency is duly authorized to publish the entire contents and subject matter and shall be jointly and severally responsible for payment thereof. In consideration of the publication of advertisements, Client and Agency, jointly and severally, will indemnify and hold harmless Virginia Tech and its officers, agents, and employees from any loss, liability, or expense (including reasonable attorneys' fees) incurred as a result of any claim, proceeding, or suit for libel, violation of the right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claim, proceeding, or suit based on the contents or subject matter of such advertisements.
7. Virginia Tech is not responsible for the errors or omissions in, or the production quality of, furnished ads. Client and/or Agency shall be responsible for any additional charges, including but not limited to charges associated with delays or failure to comply with Virginia Tech's ad guidelines, incurred by Virginia Tech arising out of the Client's and/or Agency's delivery of defective inserts and failure to deliver furnished ads pursuant to Virginia Tech's specifications.
8. In the event that Virginia Tech is unable to publish the furnished ads as a result of such failure to comply, Client and/or Agency shall remain liable for the space cost of such inserts. In addition, if an ad does not appear as a result of the act or default of Client and/or Agency, Client and/or Agency shall be liable for the space reserved for such ad and shall pay the amount that Client and/or Agency otherwise would have paid had the ad appeared.
9. Virginia Tech shall not be liable for failure to furnish advertising space or to publish any ad due to public emergency or necessity, force majeure, restrictions imposed by law, acts of God, labor disputes, or for any other cause, including equipment failures or any mechanical or electrical breakdowns, beyond Virginia Tech's control.
10. This agreement constitutes the entire understanding between Virginia Tech and Client and/or Agency. Virginia Tech has not made any representations to Client or Agency that are not contained herein and will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order, purchase order, or contract.
11. This agreement shall be governed by and construed in accordance with the laws of the Commonwealth of Virginia.



ORDER NOW

This insertion order is subject to the terms and conditions set forth in the Virginia Tech Magazine media kit. In the event of any conflict between the rate card and the insertion order, the terms of this insertion order shall apply. No terms or conditions other than those set forth in this insertion order and the published media kit card shall be binding on the magazine unless expressly agreed to in writing by Virginia Tech Magazine and the advertiser. All ads are subject to approval. All insertions, revisions, and/or cancellations must be delivered to Virginia Tech Magazine before the artwork deadline.



INSERTION ORDER

This Insertion Order constitutes an agreement between Virginia Polytechnic Institute and State University (Virginia Tech) and _____ (Client) for advertising space in Virginia Tech Magazine, published by Virginia Tech.

MAGAZINE EDITION(S): _____ (Specify desired edition)

Ad size: full page half page third page

Full-page ad location: inside front cover inside back cover page 1 last page

Cost: _____

RETURN COMPLETED INSERTION ORDER TO

Marketing, Virginia Tech

902 Prices Fork Road

Blacksburg, VA 24061

vtbrand@vt.edu

AUTHORIZATION

All advertisements are accepted and published by Virginia Tech entirely on the representation that the Client or Agency is duly authorized to publish the entire contents and subject matter and shall be jointly and severally responsible for payment thereof. Virginia Tech reserves the right to reject or cancel any advertising for any reason at any time.

In consideration of the publication of advertisements, Client and Agency jointly and severally, will indemnify and hold harmless Virginia Tech and its officers, agents, and employees from any loss, liability, or expense (including reasonable attorneys' fees) incurred as a result of any claim, proceeding, or suit for libel, violation of the right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claim, proceeding, or suit based on the contents or subject matter of such advertisements.



CLIENT OR AGENCY (RESPONSIBLE FOR PAYMENT)

Contact Name _____ Title _____

Address _____

Phone _____ Email _____

Signature _____ Date _____

RETURN SIGNED AUTHORIZATION TO:

Marketing, Virginia Tech
902 Prices Fork Road
Blacksburg, VA 24061
vtbrand@vt.edu

ACCEPTED FOR VIRGINIA TECH

Name _____ Title _____

Signature _____ Date _____