

# Messenger Advertising

## UNIVERSITY *of* DELAWARE



The Messenger is the University of Delaware's magazine, distributed to more than 140,000 alumni, parents of current students and friends of the University. The Messenger is a full-color magazine that features parent and alumni profiles, news from the colleges and more. Its purpose is to strengthen the connection between the University and its varied publics.

140,000+ Messengers are published three times each year and mailed to alumni, parents of current students and friends of the University, including

- 40,000 Delaware residents
- 90,000 residents of Delaware, Maryland, New Jersey and Pennsylvania

### Dimensions and Rates

Size		1-2 issue	3 issues
Full Page with border	6.5" x 9"	No discount \$2,600	20% discount \$2,080
Full Bleed	8.25" x 10.75" h		
Live Area	7.25" x 9.75" h (Text must be within this area)		
Inside Cover with border	6.5" x 9"	\$3,200	\$2,560
Full Bleed	8.25" x 10.75" h		
Live Area	7.25" x 9.75" h (Text must be within this area)		
(Back Cover)	6.5" x 5.5" (with border)		
Top, Left, Right Bleed	8.25" x 6.375" h	\$3,500	\$2,800
Live Area	7.25" x 6.875" h (Text must be within this area)		
1/2 Page	6.65" w x 4.5" h 3.25" w x 9.15" h	\$1,500	\$1,200
1/4 Page	3.25" w x 4.5" h 6.65" w x 2.25" h	\$1,000	\$ 800

Dare to be first.



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