

UD Magazine Advertising

UNIVERSITY of DELAWARE



The *UD Magazine* is our premiere print information source, distributed to more than 175,000 alumni, parents of current students, donors and friends of the University. The *UD Magazine* is a full-color publication that features alumni profiles, news from the colleges, updates on student and faculty research, and articles designed to engage a broad readership through the unique stories that distinguish the University and its broader community. With a national circulation, the majority of its readers are centered in the mid-Atlantic region, including more than 54,000 Delaware residents and 121,000 residents of Delaware, Maryland, New Jersey and Pennsylvania.

Dimensions and Rates

Size		1–2 issue	3 issues	
		<u>No discount</u>	<u>20% discount</u>	
Full page with border	7.5" w x 9.125" h	\$2,950	\$2,360	per issue
Inside cover with border	7.5" w x 9.125" h	\$3,500	\$2,800	per issue
Back cover with border	8" w x 7.125" h	\$3,850	\$3,080	per issue
1/2 Page	7.5" w x 4.475" h 3.667" w x 9.125" h	\$1,650	\$1,320	per issue
1/4 Page	3.667" w x 4.475" h 7.5" w x 2.15" h	\$1,100	\$ 880	per issue



Office of Communications and Marketing
 The Academy Building • 105 East Main St. • Newark, DE 19716-7201
 Telephone: (302) 831-4890 • Fax: (302) 831-4639 • advertising@udel.edu
www.udel.edu/ocm