FIU Magazine is the primary link between more than 120,000 sophisticated readers (alumni, faculty and friends of the university) and one of the country’s largest research universities. With print issues in Spring, Summer and Fall, FIU Magazine reflects the diverse, creative atmosphere of the university, taking a behind-the-scenes look at FIU’s innovative thinkers, groundbreaking research, influential alumni and high-achieving students.

### ADVERTISING SPECIFICATION SHEET

#### Ad rates:

<table>
<thead>
<tr>
<th></th>
<th>1 issue/per issue</th>
<th>3 issues/10% off per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$4,080</td>
<td>$3,672</td>
</tr>
<tr>
<td>Half page</td>
<td>$2,448</td>
<td>$2,205</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$1,600</td>
<td>$1,440</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$4,488</td>
<td>$4,039</td>
</tr>
<tr>
<td>(Full page only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside back cover**</td>
<td>$5,100</td>
<td>$4,590</td>
</tr>
<tr>
<td>(3/4 page with concession for mailing label)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Back cover special size to allow for mailing panel: 9.25”w x 8.75”h (Size includes .125” for bleed) or 8” x 8” non-bleed.

#### AD sizes:

- **Full Page***
  - 9” x 10.875”
- 1/2 Page Horizontal
  - 8.125” x 4.75”
- 1/2 Page Vertical
  - 4.125” x 10”
- 1/4 Page
  - 4.125” x 4.75”

*Full page trim size: 9” x 10.875” (add .125” bleed on all 4 sides). Non-bleed dimensions: 8.125” x 10”

No extra charge for full page bleed (no bleeds on half or quarter page ad sizes).
Ad specs:

- All ads are 4/C Process (CMYK) or B/W. No discount for B/W.
- Only PDF file format accepted. Ads must be supplied as PDF X-1a files.
  
  All fonts must be embedded and all images hi-res (300 dpi). Mac-format. E-mail or send CD w/ laser.
- Color correctness of your ad can only be assured if a SWOP color proof of the ad is provided.

2013 Schedule & Deadlines:

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MAIL DATE</th>
<th>RESERVATION FOR AD SPACE</th>
<th>PAYMENT AND MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2013</td>
<td>August 1, 2013</td>
<td>May 20, 2013</td>
<td>June 3, 2013</td>
</tr>
<tr>
<td>Winter 2013</td>
<td>Online-only issue - no advertising</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Advertising Policy, Terms & Conditions:

1. FIU Magazine reserves the right to reject any advertising that fails to meet its standards for quality, taste and appropriateness or competes with merchandise or services provided by or affiliated with the university.

2. FIU Magazine does not accept advertising for tobacco products, alcohol products, personal hygiene products, adult entertainment, partisan politics or solicitations for political support, public issues or other non-university causes; nor does it accept advertising contrary to that allowed by U.S. postal regulations.

3. Electronic high resolution files (300DPI) at 100% of the size, and CMYK only will be accepted.

4. Original digital media, photographs, negatives, transparencies and artwork shall be provided by the advertiser at its sole and complete risk. The publisher shall not be responsible for any such material that may become lost, damaged or destroyed while in its possession. The advertiser is advised to retain original copies and duplicates of any such material.

5. FIU Magazine maintains a no refund for ad cancellation policy.

General Terms and Conditions:

1. Advertisements are accepted upon the representation that the advertiser and/or its agency have the right to publish the contents thereof. The advertiser and its agency agree to indemnify and hold the publisher, Florida International University, harmless against any loss, expense, or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright or trademark infringement, and any other claims that may arise out of the publication of such advertising.

2. Conditions are subject to change by publisher without notice.

3. All advertising content is subject to the approval of the publisher, Florida International University.

4. The publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time, for any reason upon written notice to the advertiser.

5. Positioning of advertising is at the discretion of the publisher.

6. Due to non-profit mailing rate status, the U.S. Postal Service prohibits advertisements for debit and credit cards, travel arrangements and insurance policies.

7. All advertisers must pre-pay. Payment must be received with the advertising contract by the payment and materials due date.

8. The publisher shall not be subject to any liability what so ever for failure to publish or circulate all or any part of an issue or issues because of cancellation of performances, strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the publisher.

9. In the event of an error by the publisher, the maximum liability is limited to the space charge for that issue on the contract. In that case the space cost for that issue will be waived and the contract will be extended by one issue so that the total contract price and discounts will remain unaffected.