

monarch



Advertise with us!

Connect with more than 120,000 alumni, faculty, staff and friends of Old Dominion University.

Old Dominion University's *Monarch* magazine offers compelling stories and photos highlighting alumni, faculty, student and athletic achievements and personalities. Last year, the magazine received a Merit Award for magazines from the Hampton Roads Chapter of the Public Relations Society of America.

The spring/summer issue will feature a variety of alumni, including the youngest member of the University's Board of Visitors, two people who are behind the scenes in the TV world in public broadcasting and animation, and an artist still creating in her mid-nineties. Readers will also get an early peek at two new buildings on campus and a preview of ODU's newest sport, women's volleyball.

AD DEADLINE

Spring/Summer 2020
issue reservations
April 15

July 2020 delivery

Ad sizes and specifications

¼ page – 2 ¾" x 4 ½"	\$1,100
⅓ page – 4 ½" x 4 ½"	\$1,525
½ page – 7 ½" x 4 ½"	\$1,925
Full page – 7 ½" x 9 ½"	\$2,700

AD SIZES ARE WIDTH X HEIGHT

Ads must be camera-ready and meet magazine specifications and must be saved as CMYK, 300 dpi, jpg or pdf format. Full page ads if a full bleed should be 8 ½" x 10 ⅞" and an ⅛" bleed. Artwork is due November 1, 2019.

Discounts are available to advertisers who are ODU alumni or ODU Sports Properties partners, as well as advertisers who commit to both issues in one year (minimum size of ½ page). Please note that discounted rates cannot be combined.

FOR MORE INFORMATION AND TO SUBMIT COMPLETED ADS:

Kristyn Danson, Office of Alumni Relations
757-683-3097
kdanson@odu.edu

MONARCH

Insertion Order Agreement

Advertising is available for *Monarch*. Advertisements are subject to editorial board approval. Final placement of ads within the issue will be determined by the Office of University Publications. A signed Insertion Order Agreement must be on-file prior to any ad being placed in *Monarch*.

Advertiser: _____

Contact Name: _____ Class Year: _____

Title: _____

Address: _____

City/State/Zip: _____

E-mail: _____ Phone: _____

<i>Issue</i>	<i>Ad Size</i>	<i>Cost</i>	<i>Artwork Due Date</i>
Summer 2020	_____	_____	May 15, 2020

Terms & Conditions

- Advertisements using any registered name, mark or symbol of Old Dominion University must be licensed by the University. Contact the University's Licensing Office (757) 683-3151 for further information.
- Advertising is subject to visual, graphic, and mechanical approval by the magazine's editorial board. We reserve the right to reject or cancel any advertisement agreement at any time.
- Cancellations or changes in specifications may not be made by the advertiser after the artwork due date or when discounts are applied.
- If an advertisement copy is not received by the stated artwork due date, the ad will be canceled. The advertiser will be responsible for paying the contracted rate.
- All advertisements accepted are subject to provisions of the current rate card. Rates may be increased at the publisher's discretion. In the event of a rate increase, all contracted advertisers will be given prior notice.
- The advertiser is responsible for claims and conditions printed in the advertisements.
- The advertiser is responsible for accuracy in the advertisement, including key numbers and addresses.
- Mechanical production charges incurred on behalf of the advertiser will be re-billed at net cost.
- Placement requests cannot be guaranteed; we will accommodate requests based upon receipt.
- Payment in full for ads is required within 30 days of invoice.
- Accounts more than 60 days past due are subject to a 2% monthly service charge.
- We reserve the right to decline further advertising from any advertiser whose account is delinquent more than 60 days.
- Every advertiser must sign an insertion order agreement.
- Magazine distribution dates are subject to change at the discretion of the editorial board.

I agree to advertise in the indicated issue(s) of Old Dominion University's *Monarch* meeting the above specifications. I am aware of and agree to the terms set forth in the ODU *Monarch* Magazine Insertion Order Agreement.

Signature

Date