

# 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, it received Merit Awards for magazines and feature writing from the Hampton Roads Chapter of the Public Relations Society of America.

The summer issue will highlight alumni including Daphne Fulson, the state's current teacher of the year, and Eric Ingram, an aerospace entrepreneur in Northern Virginia who wants to become the first person with disabilities in space. The magazine also will introduce readers to ODU's new Esports program and the future of athletics in the Sun Belt Conference.

### IMPORTANT DATES:

**Issue Reservations: March 1**

**Summer 2022 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 ⅛"	\$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.

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:

Office of Alumni Relations  
757-683-3097  
odualumni@odu.edu

Subject line: "Monarch Magazine Ad"

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## 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 2022	_____	_____	March 15, 2022

### 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