A D V E R T I S I N G R A T E S

MIZZOU magazine reports credible and engaging news about the University of Missouri community to a global audience. It is published by the Mizzou Alumni Association, which proudly supports the best interests and traditions of Missouri's flagship university and its alumni. Learn more at **mizzou.com**

Ad Rates MIZZOU magazine (per issue)

FULL COLOR

Size	1x or 2x	3x
Full Page	\$2,760	\$2,400
2/3 Page	\$2,185	\$1,900
1/2 Page	\$1,840	\$1,600
1/3 Page	\$1,265	\$1,100

COVERS — FULL COLOR

Back Cover	\$3,910	\$3,400
Inside Front Cover	\$3,565	\$3,100
Inside Back Cover	\$3,335	\$2,900

Schedule

Issue date	Space reservation	Materials due	Published date
Fall 2021	June 25	July 19	Aug. 26
Winter 2022	Oct. 26	Nov. 9	Dec. 17
Spring 2022	Feb. 25	March 4	April 15

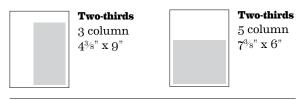


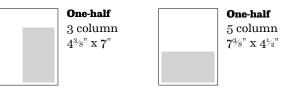
Winter 2020 custom CAFNR edition **CUSTOM MAGAZINE PROGRAM** Join units across campus that are reaching their alumni and other audiences with timely news — all in the context of the greater Mizzou messaging. To do this, we will customize MU's award-winning print magazine in the form of a 16-page section included in a perfect-bound issue. Your section could highlight custom content and important updates specific to your community. Custom magazines will feature a cover graphic calling attention to the special section.

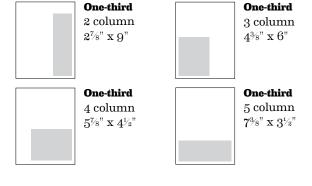


Dimensions









Mizzou Alumni News e-newsletter

Location	Cost per issue	6x or 12x
First placement Second or third placement	\$900 \$800	\$800 \$700
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Circulation: Approximately 150,000 alumni and friends of the University of Missouri

Submit ads by the end of the month to appear in the following month's issue

600 x 200 pixels, .jpg or .png format



ALL OTHER ELECTRONIC NEWSLETTERS

True Tiger Network, Mizzou-YA. **Local Chapter Newsletters and more**

Location	Cost	per issue	6x or 12x
First placeme	nt	\$400	\$350
Second placen	nent	\$300	\$250

Questions about advertising or sponsorship opportunities?

Contact Scott Dahl, Director of Business Development 573-882-2374 | 800-372-6822 | F 573-882-5145 scottdahl@missouri.edu

Mizzou Alumni News March 2021



