

MIZZOU

ADVERTISING RATES

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



Full Page
Bleed, 8⁵/₈" x 11¹/₈"



Two-thirds
3 column
4³/₈" x 9"



Two-thirds
5 column
7³/₈" x 6"



One-half
3 column
4³/₈" x 7"



One-half
5 column
7³/₈" x 4¹/₂"



One-third
2 column
2⁷/₈" x 9"



One-third
3 column
4³/₈" x 6"



One-third
4 column
5⁷/₈" x 4¹/₂"



One-third
5 column
7³/₈" x 3¹/₂"

Mizzou Alumni News e-newsletter

Location	Cost per issue	6x or 12x
First placement	\$900	\$800
Second or third placement	\$800	\$700

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 placement	\$400	\$350
Second placement	\$300	\$250

Mizzou Alumni News March 2021

ad space

ad space

ad space

Questions about advertising or sponsorship opportunities?

Contact Scott Dahl, Director of Business Development
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