

excellence in publishing

TexasMonthly | CUSTOM PUBLISHING

KEEPING EXES CONNECTED TO THE UNIVERSITY OF TEXAS



The *Alcalde* is the official alumni magazine for The University of Texas at Austin. Founded in 1913 the magazine covers the history, issues and personalities surrounding the University of Texas and its alumni. Its subscribers are comprised of over 96,000 members of The Texas Exes Association and has an estimated readership of more than 220,000. The subscribers are loyal and responsive with strong ties to Texas and the University. Advertising in *The Alcalde* offers an opportunity to connect with more than 200,000 affluent friends and alumni of The University of Texas.

Published bi-monthly, *The Alcalde* offers an opportunity to consistently get your message in front of engaged and active alumni. The average subscriber household income is \$142,880 with an average net worth over \$1,000,000. 69% of our subscribers took action as a result of reading *The Alcalde*.

What does the name *Alcalde* mean? "all-call-day" When Texas was ruled by Mexico, the chief magistrates in the towns were known as *alcaldes*. This magazine, established in 1913 was named for Governor Oran Roberts, who signed the University into existence. His nickname was "The Old Alcalde".



ABOUT THE AUDIENCE

- 57% male
- 43% female
- Average age 49
- Average household income \$142,880
- Average net worth \$1,071,060
- 79% own their own home
- 69% took action as a result of reading *The Alcalde*

DISTRIBUTION

- 96,000 subscribers
- 220,000 estimated readers

PRODUCTION SPECS

Go online 24/7 for complete details on ad sizes and material requirements at tmcp.com/publications

DEADLINES (2012)

ISSUE	RESERVE SPACE	MATERIALS DUE	DELIVERY DATE
Jan/Feb	11/25	12/2	12/26
Mar/Apr	1/25	2/1	2/25
May/June	3/25	4/1	4/26
July/Aug	5/25	6/1	6/27
Sept/Oct	7/25	8/2	8/26
Nov/Dec	9/25	10/2	10/26

CONTACT

Mike McKee
Advertising Director
mmckee@texasmonthly.com
or 512-320-6934

ADVERTISING RATES

	1X	3X	6X
FOUR COLOR			
Full page	3,625	3,275	3,095
2/3 page	2,915	2,615	2,475
1/2 page	2,190	1,925	1,865
1/3 page	1,595	1,425	1,360
BLACK & WHITE			
Full page	2,170	2,025	1,920
2/3 page	1,860	1,675	1,585
1/2 page	1,595	1,425	1,350
1/3 page	1,130	1,015	965
1/6 page	670	605	575
COVERS (4-COLOR ONLY)			
Cover II	4,375	3,940	3,720
Cover III	4,035	3,635	3,435
Cover IV	4,705	4,235	4,005

Advertising must be inserted within one year of first insertion to earn frequency discount rate. Credits earned by increasing number of ads during a contract year will be applied to future billings. No cash rebates will be made.

Source: 2010 *Alcalde* Reader Survey

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KEEPING EXES CONNECTED TO THE UNIVERSITY OF TEXAS - DEMOGRAPHICS

The **Alcalde**
KEEPING EXES CONNECTED TO THE UNIVERSITY OF TEXAS

TEXAS EXES
'Til Gabriel blows his horn

76% of those surveyed read or looked into 4 out of the last 4 issues of *The Alcalde*

Average number of times a reader picked up a typical issue
2.7

Average time spent with a typical issue
49 minutes

69% took action as a result of reading *The Alcalde* (in the past 12 months)

MALE/FEMALE RATIO	57%/43%
AGE	
18-24	6%
25-34	20%
35-44	12%
45-54	19%
55+	43%
Average Age	49
Median Age	48
MARRIED	64%
HOUSEHOLD INCOME	
\$200,000 or more	18%
\$150,000 or more	30%
\$100,000 or more	54%
\$75,000 or more	66%
Average subscriber household income	\$142,880
Median subscriber household income	\$94,700
NET WORTH	
\$1,000,000 or more	30%
\$750,000 or more	37%
\$500,000 or more	46%
\$200,000 or more	71%
Average subscriber net worth	\$1,071,060
Median subscriber net worth	\$377,280
Owner/partner*	25%
Own investments or securities	93%
OWN HOME	79%
VALUE OF HOME (PRIMARY RESIDENCE)	
\$500,000 or more	26%
\$250,000 or more	61%
Average subscriber home value	\$468,330
Median subscriber home value	\$267,310
Own secondary real estate	38%
Average number of past 4 issues read	3.6



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FILE FORMAT

Print-ready PDFs are preferred; also acceptable are Quark XPress, InDesign, Illustrator, Photoshop, EPS, or TIFF files with all supporting layout files, images and fonts included. Macintosh-originated files preferred. We may not be able to accept Windows or non-standard file formats.

IMAGES: CMYK, 300 dots per inch, EPS format.

SPOT COLORS: All spot/PMS colors must be converted to CMYK by the advertiser; if not, TMCP will do so and bears no responsibility for color shifts.

DENSITY: Do not exceed 300% of all four colors in any area.

PROOFS: Please submit a proof from a SWOP-certified proofing device for color ads. TMCP is not responsible for color accuracy when ads are submitted without a SWOP-certified proof. **CONFIRMING PROOFS:** TMCP does not supply confirming proofs. If we must make a change to your ad we may, at our discretion, e-mail you a confirming screenshot JPEG or PDF.

WHAT TO SEND

A CD or DVD with all ad files (including supporting layout files when applicable), an acceptable proof, and contact information in case we have a problem with your ad.

SHIPPING ADDRESS FOR AD MATERIALS:

Please send ad materials via trackable overnight delivery service to:

Texas Monthly Custom Publishing
Attn: Ad Trafficking / ALCALDE
Texas Monthly, 816 Congress Avenue,
Suite 1700, Austin, TX 78701,

UPLOADING IMAGES:

1. Using your web browser, go to www.texasmonthly.com/custompub
2. Fill out all fields of the form, read the advertiser agreement regarding SWOP proofs, and click SUBMIT.
3. You will be redirected to iBackup. Log in: Username: txmoadvertiser Password: txmo1
4. Click on "upload" and post your file (file name MUST match the file name you submitted in the form) directly. You do not need to place the file inside a folder.

The form you submitted will go directly to the Production Traffic Coordinator's attention, and your file will be downloaded within three days. You will receive email verification of the download.

QUESTIONS

For: advertising information, contact: Mike McKee, 512-320-6934, mmckee@texasmonthly.com

For technical questions regarding your ad and additional information regarding materials, contact Production, 512-320-6991, ads@texasmonthly.com

UT Trademarks: All products using a registered name, seal, logo, or mascot of The University of Texas at Austin must be licensed with The University of Texas System. For information, contact:

Trademark Licensing Department
Office of Trademark Licensing
Main Building 206
Austin, TX 78712
Tel: 512-475-7923

Agency Commission

15% of gross billing to recognized agencies. Not allowed after 60 days. Publisher's production services are not commissionable.

CANCELLATIONS

Cancellation of any part of a contract voids all rate and position agreements. Neither the advertiser, the advertising agency, nor their agents may cancel after the closing date. No cancellations, changes, or insertion orders will be accepted by the Publisher after the closing date. If, by the materials deadline, the Publisher has not received copy deemed acceptable for publication, the Publisher may either repeat the advertiser's most recent advertisement that it has published or publish nothing, charging advertiser and/or advertising agency for any space reserved by them. The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement.

Ad Dimensions:

Full Page	7 1/4" W x 9 7/8" D <i>(non-bleed)</i>
2/3 Page	4 3/4" W x 9 7/8" D
1/2 Page H	7 1/4" W x 4 7/8" D
1/2 Page V	4 3/4" W x 7 5/8" D
1/3 Page H	4 3/4" W x 4 7/8" D
1/3 Page V	2 1/4" W x 9 7/8" D
1/6 Page H	4 3/4" W x 2 1/4" D
1/6 Page V	2 1/4" W x 4 7/8" D

Bleed: Available for spreads, full, and 2/3, 1/2 horizontal, and 1/3 vertical pages.

One Page Bleed: 8" W x 10 7/8" D trim, add 1/8" bleed image on all sides beyond trim.

Safety Area: Keep live matter 1/4" from trim edges.