



AT YOUR SERVICE ADVERTISING RATES & SPECIFICATIONS

Mines is a four-color magazine published four times a year by Colorado School of Mines and the CSM Alumni Association. Colorado School of Mines is a highly respected applied science and engineering undergraduate and graduate university with an emphasis on energy, materials, earth resources and the environment. *Mines* is distributed to all known alumni residing in the U.S., campus faculty, graduate students and all members of the undergraduate senior class. The online edition is promoted via hyperlinked emails to the same group, plus all undergraduate students. The magazine aims to keep readers in touch with the school and its alumni by providing coverage of campus events, academic programs, research, student life, alumni news and other issues of concern to the community. *Mines* has a press run of 25,000 and has been published continuously since 1910. We have always accepted advertising.

Reader Demographics

Colorado School of Mines has an international reputation as one of the best earth science schools in the world, and its graduates are highly sought after.

- Mines' Career Center annual report for 2010–2011 shows that 90 percent of bachelor's degree recipients found employment in their field of study, were accepted to graduate school or returned to their home country; the average starting salary offer for this group was \$64,405.
- Most graduates are engineers who pursue technical, professional or managerial careers.
- A high percentage of alumni work in energy-related fields.
- Alumni with job titles number 17,000. Of these, 33 percent carry executive-level job titles.
- About 50 percent of alumni live in the West and Southwest, 6,500 of whom are in the Denver-metro area.
- More than 60 percent of the school's alumni are under the age of 40.

Format and Rates

Ads must be in electronic format, preferably as high-resolution PDF files (at least 300 dpi)—JPG or TIFF files are acceptable as well. Artwork should be emailed to magazine@mines.edu. While Mines will make every effort to accommodate the placement of ads, designing and modifying ads is ultimately the advertiser's responsibility; that said, give us a call and we can probably make creating an ad very simple. Changes cannot be made to ads after the artwork deadline without special permission from the editor. Ads can be 4-color and are priced by their height. (For information on display advertising, please visit minesmagazine.com/advertising.)

DIMENSIONS (HEIGHT X WIDTH)	ANNUAL RATE (4 ISSUES)
1" X 2 5/16"	\$250
2" X 2 5/16"	\$375
3" X 2 5/16"	\$485
4" X 2 5/16"	\$600

Closing Dates

Orders for At Your Service ads must be received by the dates specified below.

ISSUE	ORDER DUE	ARTWORK DUE	ANTICIPATED MAIL DROP
Winter	11/7	11/11	12/16
Spring	2/6	2/10	3/20
Summer	5/7	5/11	6/15
Fall	8/7	8/13	9/17

Phone: 303.273.2529
 Fax: 303.273.3583
 Toll Free: 800.446.9488 x2529

Email: magazine@mines.edu
 PO Box 1410
 Golden, CO 80402



AT YOUR SERVICE INSERTION ORDER

Use this form to place an advertisement in the At Your Service section of *Mines* magazine. Please fax completed form to 303.273.3583, or scan and email to magazine@mines.edu. Digital art should be sent to the same email address. We will confirm receipt of insertion order and artwork by email.

Company name: _____
 Name of company's authorized agent: _____
 Address: _____
 City/State/Zip/Country: _____
 Telephone: _____ Email: _____

Please indicate your selection by checking the corresponding box below.

DIMENSIONS (HEIGHT X WIDTH)	ANNUAL RATE (4 ISSUES)	
1" X 2 5/16"	\$250	<input type="checkbox"/>
2" X 2 5/16"	\$375	<input type="checkbox"/>
3" X 2 5/16"	\$485	<input type="checkbox"/>
4" X 2 5/16"	\$600	<input type="checkbox"/>

No refunds will be offered after the "order due" date for first issues in which the advertisement is to be placed. The terms of service are governed by the current "At Your Service Advertising Rates and Specifications" sheet.

Terms: Full payment is due one month prior to anticipated mail drop date.

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Payment method: Invoice (preferred) Visa/MasterCard Discover

Please charge my credit card \$ _____ for placement of my At Your Service advertisement.

Credit Card# _____ Exp Date: _____
(MM/YY)

Signature: _____ Date: _____

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