



AT-YOUR-SERVICE ADVERTISING RATES & SPECIFICATIONS

Mines Magazine 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 Magazine* 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:

- to the same group as our print version, including all undergraduate students
- all international alumni who we have emails for
- all users on our social media sites and interested subscribers on minesmagazine.com.

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. According to in-depth readership surveys, the magazine has a loyal and interested readership: the latest survey indicates that 94 percent of recipients read the magazine, with **39 percent of respondents reporting that they read it “cover-to-cover.”** *Mines Magazine* has a press run of 28,000 and has been published continuously since 1910.

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.

- 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.
- According to Payscale’s 2013–2014 College Salary Report, the average starting salary for graduates with bachelor’s degrees is \$66,700, the sixth highest among all U.S. universities.
- We have an average of 4,000 page views/month on our minesmagazine.com website.

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 aspurgeon@mines.edu. While *Mines Magazine* will make every effort to accommodate the placement of ads, designing and modifying ads is ultimately the advertiser’s responsibility. Changes cannot be made to ads after the artwork deadline without special permission from the editor. Ads can be four-color and are priced by their height.

| DIMENSIONS (height x width, inches) | ANNUAL RATE (4 issues) |
|--|---------------------------|
| 1 X 2.312 | \$250 |
| 2 X 2.312 | \$375 |
| 3 X 2.312 | \$485 |
| 4 X 2.312 | \$600 |

Online Advertisement

Advertisers can place an ad on our minesmagazine.com website for a three months or a year at a time. Online ads can be placed in addition to a print ad or as a single ad order. To get the discounted full year rate, advertisers need to select this option up front (new ad artwork can be sent each quarter). Please submit a jpeg or gif optimized for web, RGB, 300 x 250 pixels.

| | |
|--|---------------------|
| One quarter (approximately 3 months) - \$300 | Full Year - \$1,000 |
|--|---------------------|

Closing Dates

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

| ISSUE | ORDER DUE | AD MATERIAL DUE | ANTICIPATED MAIL DROP |
|-------------|-----------|-----------------|-----------------------|
| Spring 2017 | 2/6 | 2/17 | 4/14 |
| Summer 2017 | 5/1 | 5/11 | 7/14 |
| Fall 2017 | 8/8 | 8/18 | 10/16 |
| Winter 2017 | 11/1 | 11/13 | 1/16 |



AT YOUR SERVICE INSERTION ORDER

Use this form to place an advertisement in the At Your Service (AYS) section of *Mines Magazine*. Please scan completed form and email it to aspurgeon@mines.edu or fax it to 303.273.3583. Ad material should be sent to the same email address. We will confirm receipt of insertion order and ad material by email.

Company name: _____

Name of company's authorized agent: _____

Address: _____

City/State/ZIP/Country: _____

Phone: _____ Email: _____

Please indicate your selection by checking the corresponding box below.

**AYS DIMENSIONS
(height x width, inches)**

- 1 X 2.312
- 2 X 2.312
- 3 X 2.312
- 4 X 2.312

**ANNUAL RATE
(4 issues)**

- \$250
- \$375
- \$485
- \$600

| |
|--------------------------|
| <input type="checkbox"/> |
| <input type="checkbox"/> |
| <input type="checkbox"/> |
| <input type="checkbox"/> |

**ONLINE ADS
(Minesmagazine.com)**

- One quarter - \$300
- Full Year - \$1,000

| |
|--------------------------|
| <input type="checkbox"/> |
| <input type="checkbox"/> |

Full payment is due no later than one month after mail drop date. The terms of service are governed by the current "At Your Service Advertising Rates and Specifications" sheet.

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Payment method: Invoice (preferred) Visa/MasterCard Discover

Total: \$_____ for placement of At Your Service and/or online advertisement.

Credit card number (if applicable): _____ Exp. date: _____

Authorized agent signature: _____ Date: _____

303.273.3959 or 800.446.9488 x3959
Fax: 303.273.3583

aspurgeon@mines.edu
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