



## Mines Magazine At-Your-Service Advertising Rates and Specifications

**Mines Magazine** is a four-color magazine published three times a year by Colorado School of Mines and the Mines 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 those who visit [magazine.mines.edu](http://magazine.mines.edu)

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 30,000 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 2018–2019 College Salary Report, the average starting salary for graduates with bachelor's degrees is \$74,100, the eleventh highest among all U.S. universities.
- We have an average of 4,000 page views/month on our [magazine.mines.edu](http://magazine.mines.edu) 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](mailto: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.

### Online Advertisement

Advertisers can place an ad on our [magazine.mines.edu](http://magazine.mines.edu) website for 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 2021 | 1/29      | 2/12            | 4/15                  |
| Fall 2021   | 7/27      | 8/14            | 10/15                 |
| Winter 2022 | 10/19     | 11/9            | 1/15                  |



## Mines Magazine At-Your-Service Advertising 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](mailto:aspurgeon@mines.edu). 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.

| Width and Height<br>(inches) | Insertion in<br>3 issues       | Online Ad<br>magazine.mines.edu            |
|------------------------------|--------------------------------|--|
| 1 X 2.312                    | \$250 <input type="checkbox"/> | One quarter \$300 <input type="checkbox"/> |
| 2 X 2.312                    | \$375 <input type="checkbox"/> | Full year \$1,000 <input type="checkbox"/> |
| 3 X 2.312                    | \$485 <input type="checkbox"/> |  |
| 4 X 2.312                    | \$600 <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 (please check one):

Invoice (preferred)     VISA     MasterCard     American Express     Discover

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

Credit card number (if applicable): \_\_\_\_\_ Exp. date: \_\_\_\_\_

Name on card: \_\_\_\_\_ Security Code: \_\_\_\_\_

Authorized agent signature: \_\_\_\_\_ Date: \_\_\_\_\_