



JOHN KING
CNN ANCHOR
COMMENCEMENT SPEAKER
URI ALUM

QuadAngles Publications Information

DEADLINES AND PUBLICATION DATES Advertising space in *QuadAngles* is limited. Publication dates are September, December, March, and June. Space reservations are generally 14 weeks prior to publication dates with finished materials due 12 weeks prior to publication.

RATES & SIZES				
	1 ISSUE	2 ISSUES	4 ISSUES	SIZE DIMENSIONS
Full Page	\$2,400	\$2,280	\$2,160	8.25" x 10.875" (including bleed)
1/2 Page	\$1,450	\$1,378	\$1,305	7.125" x 4.625" horiz. 3.5" x 9.5" vertical
1/4 Page	\$1,000	\$950	\$900	3.5" x 4.625" vertical
COVERS				
Cover 2	\$4,000	\$3,800	\$3,600	8.25" x 10.875" (including bleed)
Cover 3	\$4,000	\$3,800	\$3,600	8.25" x 10.875" (including bleed)
CLASSIFIED — rates per word, 10-word minimum, 40-word maximum				
	\$5.00	\$4.75	\$4.50	

BILLING Classifieds: Payment is due upon submission. Display ads: A 50% deposit is due with space reservation; balance is billed upon publication (with a tear sheet) and due in net 30 days.

PRODUCTION REQUIREMENTS Electronic files may be supplied on disc or by email to rkolton@advance.uri.edu. We accept Adobe Illustrator, InDesign, or Photoshop files with screen and printer font files, EPS files, TIFF files, and other graphic files linked to the document. Files must be formatted for Macintosh. All line art must be scanned at 1200 dpi, and four-color and halftone images must be scanned at 300 dpi. All files, including embedded graphics, must be CMYK, not RGB. Print-ready PDF files may be used if all embedded files in the document are in CMYK format at proper resolution.

CONTACT INFORMATION For more information about advertising in *QuadAngles*, please contact the URI Publications Office at 401-874-4517 or pjack@uri.edu. Mail to: Pippa Jack, URI Office of Publications and Creative Services, Alumni Center, 73 Upper College Road, Kingston, RI 02881.

DISCLAIMER Acceptance of advertising is subject to approval of the URI Alumni Association. The Alumni Association reserves the right to reject or cancel advertising which is deemed unacceptable. Advertisers assume liability for any claim based upon the contents or subject matter of their ads as well as attorney fees incurred by *QuadAngles* in the collection of debt.

THE
UNIVERSITY
OF RHODE ISLAND
ALUMNI ASSOCIATION

**A UNIQUE ADVERTISING
 AND MARKETING OPPORTUNITY**



**QUADANGLES,
 UNCOMMON
 READING**



A Prime Demographic Audience for Marketers – URI Alumni

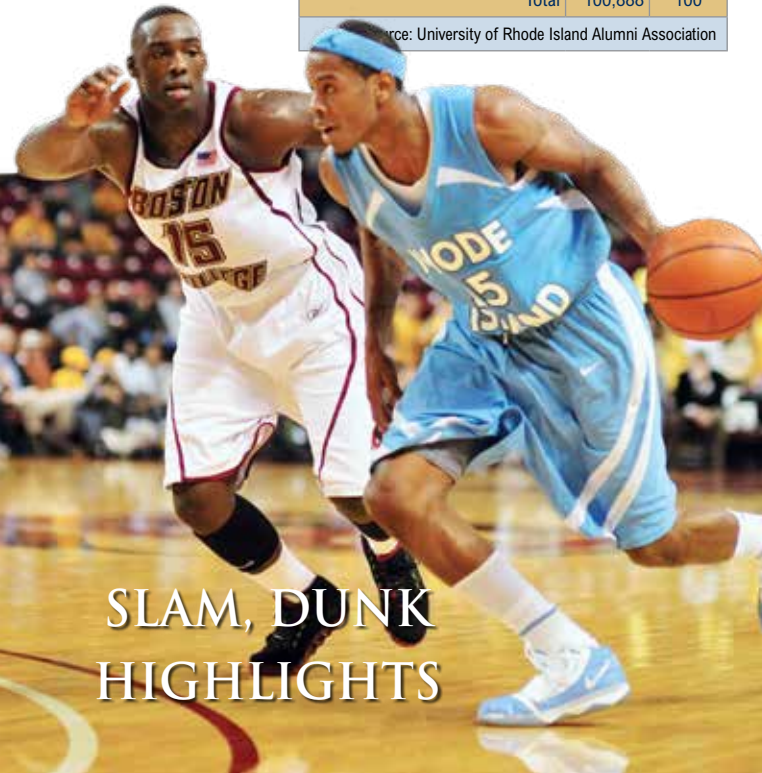
QuadAngles, the University of Rhode Island alumni magazine, offers local, regional, and national marketers an excellent opportunity to reach our alumni, faculty, staff, and friends.

With a circulation of 110,000, *QuadAngles* is published four times a year (September, December, March, and June). A four-color feature publication in 8 1/2" x 11" format, *QuadAngles* provides its readers with compelling articles on University innovation, research, and global outreach, profiles of accomplished alumni, faculty, and students, and information about upcoming alumni and URI cultural, athletic, and social events in the region and around the country.

Our market research tells us that *QuadAngles* is the **number one source our alumni use** to keep in touch with the University and to determine alumni or URI events of interest to them.

Where URI Alumni Live	Active Alumni	
State of Residence:	#	%
Rhode Island	42,826	42.4
Massachusetts	12,526	12.4
Connecticut	7,052	7.0
New York	5,331	5.3
New Jersey	4,935	4.9
Maine/New Hampshire/Vermont	4,125	4.1
Sub-Total	76,795	76.1
Remaining U.S.	24,093	23.9
Foreign and APO	759	--
Total	100,888	100

Source: University of Rhode Island Alumni Association



SLAM, DUNK
HIGHLIGHTS

Welcome to the BIG CHILL WEEKEND



More About URI Alumni

Beyond where URI alumni live, our research shows their **upper level socio-economic demographics**—the characteristics that most advertisers cherish.

URI Alumni Demographics	National		Northeast
	U.S.	URI	URI
Age:			
25 to 44 Years	27%	42%	45%
25 to 59 Years	48	61	64
Gender			
Female	51%	52%	54%
Marital Status:			
Married	57%	52%	51%
Presence of Children:			
None	66%	48%	47%
One or Two	27	26	27
Household Income:			
\$75,000 - \$199,999	35%	46%	46%
\$200,00 +	5	4	4
Home Indicator:			
Homeowner	67%	68%	68%
Home Value:			
\$200,000 +	49%	73%	74%
\$300,000 +	NA	48	49
Household Catalog Purchase:			
Frequent	NA	34%	35%
Occasional to Frequent	NA	69	70
Responds to Catalog Offers:			
Frequent	NA	31%	37%
Occasional to Frequent	NA	67	72

Source: University of Rhode Island Alumni Association and 2006 Census Bureau

Our alumni also represent a greater percentage than the national average in the **25–44 year-old demographic** segment, and in the areas of **higher household income, higher home value, and presence of children**. In addition, these important demographics are slightly higher in the Northeast.

Event Sponsorship Opportunities

Major Alumni Association events, on campus or at other nearby venues, offer regional and national marketers another unique opportunity to connect with alumni, faculty, staff, students, and friends of the University.

Meaningful connections to all of our constituents can be made through product sampling, couponing, premium giveaways, and sponsorship recognition packages for the Big Chill Weekend

(Winter), Homecoming (Fall), and Summer Send-Off Day (Spring), among others. For more information contact Sarah Lobdell at 401.874.2438 or slobdell@advance.uri.edu.

Numerous athletic and cultural events at the on-campus, multi-purpose Ryan Center offer additional sponsorship opportunities. The Ryan Center attracts diverse audiences throughout the year, hosting family entertainment, concerts by national artists, community events, trade shows, in addition to the athletic events followed by the passionate and loyal fans of Rhody men's basketball, women's basketball, and football.

Event packages are available. These include print, television or radio advertisements, billboards, signage, tickets, hospitality suite, and Internet promotion. To find out more about event opportunities at the Ryan Center, go to www.URIPartners.com.