



ALUMNI ASSOCIATION

SFA Alumni Association Advertising Rates

Address: P.O. Box 6096- SFA Station, Nacogdoches, TX 75962
 Telephone: 936.468.3407 - Office; 800.765.1534 -Toll Free;
 936.468.1007 - FAX
 Email: alumni@sfasu.edu
 Web: www.sfaalumni.com

Yearly Contracts

Normal

Full Page (7 1/2 by 10 inches) in Four-Color	\$3,500 per year
Half Page (7 1/2 by 4 15/16 inches) in Four-Color.....	\$2,700 per year
Full Page (7 1/2 by 10 inches) B&W	\$2,000 per year
Half Page (7 1/2 by 4 15/16 inches) B&W	\$1,200 per year
One-Quarter Page (3 11/16 by 4 15/16 inches) B&W	\$700 per year
One-Eighth Page (3 11/16 by 2 3/8 inches--approx. business card) B&W	\$400 per year

Non-Profit Organizations

Full Page (7 1/2 by 10 inches) in Four-Color	\$2,450 per year (30% disc.)
Half Page (7 1/2 by 4 15/16 inches) in Four-Color.....	\$1,890 per year (30% disc.)
Full Page (7 1/2 by 10 inches) B&W	\$1,500 per year (25% disc.)
Half Page (7 1/2 by 4 15/16 inches) B&W	\$900 per year (25% disc.)
One-Quarter Page (3 11/16 by 4 15/16 inches) B&W	\$560 per year (20% disc.)
One-Eighth Page (3 11/16 by 2 3/8 inches--approx. business card) B&W	\$320 per year (20% disc.)

Special Event Contracts

Special Event (One-time run)

Special Event Full Page (7 1/2 by 10 inches) Four-Color	\$1,200 one time
Special Event Half Page (7 1/2 by 4 15/16 inches) Four-Color	\$900 one time
Special Event Full Page (7 1/2 by 10 inches) B&W.....	\$700 one time
Special Event Half Page (7 1/2 by 4 15/16 inches) B&W	\$400 one time

Non-Profit Organization (One-time run)

Non-Profit Full Page (7 1/2 by 10 inches) Four-Color	\$960 one time (20% disc.)
Non-Profit Half Page (7 1/2 by 4 15/16 inches) Four-Color.....	\$765 one time (15% disc.)
Non-Profit Full Page (7 1/2 by 10 inches) B&W.....	\$595 one time (15% disc.)
Non-Profit Half Page (7 1/2 by 4 15/16 inches) B&W	\$340 one time (15% disc.)

*****All print ads must be submitted camera-ready, preferably as a PDF file. Separations required for four-color ads.*****

The *Sawdust* is the official publication of the Stephen F. Austin State University Alumni Association. The publication is produced in two formats—three magazine issues and one tabloid issue— for a total of four annual publications. Ad rates are the same for both formats.

The magazine format is four-color throughout and averages 36 pages. The magazine format has a circulation of 9,000 issues and is mailed worldwide with a majority in the Houston and Dallas areas.

The tabloid format is mailed in September with a circulation of nearly 60,000 and is a one-color publication with a four-color cover.

Ad submission deadlines are **February 23 (Spring issue), June 16 (Summer issue), July 30 (Tabloid/September), and October 15 (Winter issue)**. *Ads must be submitted camera-ready; digital camera-ready files are preferred. Separations or camera-ready digital file required for four-color ads.* Advertisers must pay the full charge for any ad cancelled after deadlines.

1/4 Page
(3 11/16 by 4 15/16 inches)

Full Page
(7 1/2 by 10 inches)

1/8 Page
(3 11/16 by 2 3/8 inches (Business Card approx.))

1/2 Page
(7 1/2 by 4 15/16 inches)



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Yearly Advertising Contract SFA Alumni Association

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936.468.1007 - FAX
Email: alumni@sfasu.edu
Web: www.sfaalumni.com

Date: _____
Advertiser: _____
Contact Person: _____
Address: _____
Phone: _____ FAX: _____

Policy

The SFA Alumni Association reserves the right to reject or revise any copy which it considers not in the interest of the public, the SFA Alumni Association, or the university if the copy is not in keeping with the usual standards of propriety, university policy or other good cause. In any event, the advertiser assumes liability for the content of all advertising copy printed and agrees to indemnify and hold the SFA Alumni Association harmless from all claims arising in respect thereof.

The SFA Alumni Association's liability for any error shall be limited to the portion of the advertisement affected by the error. Notice of errors must be given in time for correction before additional insertions are made.

Representatives of the SFA Alumni Association are not authorized to make deviations from the published rate or regulation, either orally or in written form.

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Advertisement Order

- Advertising for the _____ year. Includes three magazines and one tabloid issue.
- Ad starts with the (check one: ___ Spring ___ Summer ___ Tabloid ___ Winter) issue. Ends with _____ issue.
- Please check and initial requested advertisement size.

B&W Ads

_____ Full Page (7 1/2 x 10 inches) **\$2,000**
_____ Half Page (7 1/2 x 4 15/16 inches) **\$1,200**
_____ One-Quarter Page (3 11/16 x 4 15/16 inches) **\$700**
_____ One-Eighth Page (3 11/16 x 2 3/8 inches) **\$400**

Four-color Ads (3 Magazine issues only*)

_____ Full Page (7 1/2 x 10 inches) **\$3,500**
_____ Half Page (7 1/2 x 4 15/16 inches) **\$2,700**

(*NOTE: Tabloid ads are B&W.)

Payment Enclosed Bill Me

TOTAL: \$ _____

Authorized Signature

Date

SFA Alumni Association Representative

Date



ALUMNI ASSOCIATION

Special Event Advertising Contract SFA Alumni Association

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Email: alumni@sfasu.edu
Web: www.sfaalumni.com

Date: _____
Advertiser: _____
Contact Person: _____
Address: _____
Phone: _____ FAX: _____

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Special Event Advertisement Order

One-time Special Event Advertising for: Magazine (check one: ___ Spring ___ Summer ___ Winter)
 Tabloid/September

Please check and initial requested advertisement size.

- | | | |
|---|-----------------|-------------------------------|
| _____ <input type="checkbox"/> Four-Color Special Event Full Page (7 1/2 x 10 inches) | \$1,200* | (*NOTE: Tabloid ads are B&W.) |
| _____ <input type="checkbox"/> Four-Color Special Event Half Page (7 1/2 x 4 15/16 inches) | \$900* | |
| _____ <input type="checkbox"/> B&W Special Event Full Page (7 1/2 x 10 inches) | \$700 | |
| _____ <input type="checkbox"/> B&W Special Event Half Page (7 1/2 x 4 15/16 inches) | \$400 | |

TOTAL: \$ _____ Payment Enclosed

Authorized Signature Date

SFA Alumni Association Representative Date



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Non-Profit Organization Special Event Advertising Contract SFA Alumni Association

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Date: _____
Advertiser: _____
Contact Person: _____
Address: _____
Phone: _____ FAX: _____

Policy

Criteria for ad placement by Non-Profit Organizations. Non-Profit Organization ads must:

- not solicit funds in ad
- clearly indicate organization's contact information
- include on ad (in no less than 6 point type): "Paid advertisement by (name of organization). The (name of organization) is a separate non-profit organization and has received a special non-profit rate for this advertising space."

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Non-Profit Organization Advertisement Order

One-time Non-Profit Advertising for: Magazine (check one: __ Spring __ Summer __ Winter)
 Tabloid/September

Please check and initial requested advertisement size.

_____ **Four-Color Non-Profit Full Page** (7 1/2 x 10 inches) **\$960** (NOTE: Tabloid ads are B&W.)
_____ **Four-Color Non-Profit Half Page** (7 1/2 x 4 15/16 inches) **\$765**
_____ **B&W Non-Profit Full Page** (7 1/2 x 10 inches) **\$595**
_____ **B&W Non-Profit Half Page** (7 1/2 x 4 15/16 inches) **\$340**

TOTAL: \$ _____ Payment Enclosed

Authorized Signature

Date

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Payment Enclosed Bill Me

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Authorized Signature

Date

SFA Alumni Association Representative

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