

Colorado State Magazine Advertising Policy

2009-2010

Publisher

Colorado State Magazine is published by the department of Communications and Creative Services at Colorado State University.

Mission

The mission of *Colorado State Magazine* is to reflect the University's goals and objectives as stated in the University Strategic Plan and to create goodwill with alumni and friends.

Frequency and Deadlines

Three times per year as follows (*dates are subject to change*):

<u>Issue</u>	<u>Space Reservation Date*</u>	<u>Production Deadline**</u>	<u>Mail Date</u>
Spring 09	February 12	March 9	April 27
Fall 09	May 12	July 6	August 27
Winter 09/10	September 9	October 6	November 23

**Advertisers asked to commit to ads by this date*

***All photos, stories, and ad copy are due by this date to send to design*

Circulation: 154,000+

Each issue is mailed postage-paid to:

- All alumni residing within the United States
- Donors of \$100 or more within the past two years
- Lifetime giving society members
- Deans, directors, and department heads

Colorado State Magazine will provide the advertiser with five copies of the magazine containing their advertisement.

Content

Magazine content maintains and increases readership while supporting the mission of Colorado State University: innovation, diversity, research and discovery, service and outreach. *Colorado State Magazine* provides compelling stories that engage readers about the research, service, and achievements of Colorado State students, faculty, and staff. The goal is to fill each page with engaging stories and photos that communicate these central and University-wide themes. All contents are copyright of Colorado State University, unless otherwise clearly marked. All rights reserved.

Web Presence

Colorado State Magazine is a print publication that may, at the option of Colorado State University, also be published on the Internet, with or without advertising content. Stories that appear in the magazine may be used in other University publications and the University Web site with permission of the Director of CCS.

Advertising Policy

Colorado State Magazine will accept commercial, non-profit, and University-affiliated advertising with the following restrictions:

1.0 Content

- 1.1 Advertising shall make up no more than 22 percent of the total magazine space (currently about 8 pages).
- 1.2 No advertising of tobacco products.
- 1.3 No advertising of pornography or “adult” entertainment as determined by the editorial staff of *Colorado State Magazine*.
- 1.4 No advertising of a political or religious nature as determined by the editorial staff of *Colorado State Magazine*.
- 1.5 Space reservation is contingent upon approval. All artwork and copy provided by advertiser is subject to approval by the editor and/or art director. *Colorado State Magazine* will provide design services for advertisers for an additional charge.

2.0 University consideration

- 2.1 Preference shall be given to institutional advertising and advertising that shows special consideration to CSU alumni.
- 2.2 Commercial ads that may cause conflict of interest with University programs are subject to review and approval, and will be discussed with program directors. Unresolved conflicts may result in ads being rejected or pulled.

3.0 Postal restrictions

- 3.1 To maintain non-profit mailing status, *Colorado State Magazine* may not carry ads for financial instruments such as credit cards.
- 3.2 To maintain non-profit mailing status, *Colorado State Magazine* may not carry ads for travel arrangement services.
- 3.3 To maintain non-profit mailing status, *Colorado State Magazine* may not carry ads for insurance services.

Advertiser shall be solely responsible for the content of its advertisement and shall indemnify, defend and hold harmless the University, its governing board, employees, and agents from any liability arising from the advertisement.