



# ADVERTISING WITH MORTAR BOARD | 2011 RATES

## ▶ WHAT IS MORTAR BOARD?

Mortar Board is a national honor society that recognizes college seniors for academic excellence, outstanding service to their communities and exemplary leadership. It was developed in 1918 as the first honor society to honor senior college women, and began accepting men in 1975. Today, there are nearly a quarter of a million members who have been initiated at the 228 chartered chapters across the nation.

## ▶ BENEFITS TO OUR ADVERTISERS

- Direct connection with exceptional Mortar Board initiates, administrators and faculty on approximately 200 campuses
- Extensive coverage reaching both students and professionals
- Unique packaging opportunities to combine electronic and print advertising for maximum exposure
- Access to an ever-changing organization; each year, Mortar Board gains between 5,500 and 6,000 new collegiate members who strive to learn more, achieve more and actively serve their campus and community

## ▶ OUR AUDIENCE

### Undergraduate subscribers

- Represent all academic disciplines
- Have varying socioeconomic backgrounds
- Are located in every state in the U.S.
- Are making decisions about their postgraduate lives
- Are outstanding students with strong leadership and academic backgrounds
- Are eager to learn about career opportunities, graduate and professional schools, fellowships and research opportunities
- Need to know about tools that help them establish their own households

### Recent graduates

- Have began careers in industry or the public sector or are engaged in postgraduate study
- Are award-winning students; each year, many members are named Truman Scholars, Marshall Scholars, are a part of the USA TODAY Academic All-Stars and more

### Alumni members

- Can be found in all major industries - medicine, law, government, technology, travel, management, public relations and higher education, among numerous others
- Are active and devoted members of community organizations

### University administrators

- Are high-level administrators at more than 200 universities (university presidents, vice presidents of student affairs and academic affairs)
- Actively engage with students as advisors or liaisons for student organizations

### National leaders

- Have chosen to extend their Mortar Board experience by serving as National Council members, National Foundation trustees, committee chairs, or regional section coordinators for collegiate chapters
- Are established professionals in a variety of fields
- Have influential positions at universities and colleges, in industry or the nonprofit arena

## ADVERTISING OPPORTUNITIES

### Print Advertising

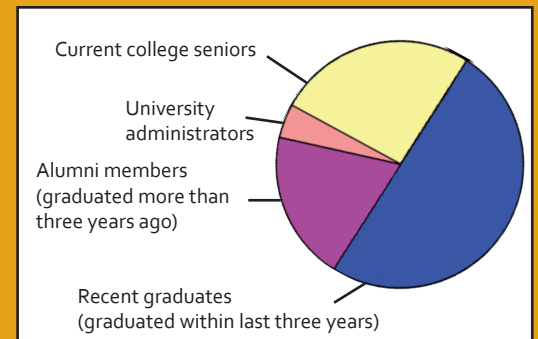
#### Mortar Board Forum

*Official magazine of Mortar Board National College Senior Honor Society*

**Circulation:** 23,000

**Recipients:** Students, alumni and university administrators

**Frequency:** Published twice annually, in November/December and May/June of each year



### \*Electronic Advertising

#### Mortar Board INK

*Chapter officer and advisor e-newsletter*

**Circulation:** 1,900

**Recipients:** Mortar Board collegiate chapter officers, chapter advisors, Mortar Board national leadership members

**Frequency:** Monthly during academic year (September - May)

#### Collegiate News

*Mortar Board electronic news and updates for collegiate members*

**Circulation:** 11,000

**Recipients:** Mortar Board collegiate members, chapter advisors, Mortar Board national leadership members, some alumni who wish to subscribe

**Frequency:** Bi-monthly (August, October, December, February, April, June)

#### Alumni News

*Mortar Board alumni e-newsletter*

**Circulation:** 13,000

**Recipients:** Mortar Board alumni, recent graduates,

**Frequency:** Bi-monthly (September, November, January, March, May, July)

*\*Approximately 21,000 unique subscribers total*

## ADVERTISING POLICIES

- Mortar Board will not accept advertising for the following services/topics:
  - Alcohol, tobacco, credit cards, personal hygiene products
  - Personal ads not related to business services
  - Political, philosophical, religious or ethical views
  - Donations to groups not associated with Mortar Board, Inc. or the Mortar Board National Foundation
- In advertising that resembles editorial copy, Mortar Board reserves the right to add the word "Advertisement" to the ad
- Payment for all advertisements is due prior to printing
- Mortar Board reserves the right to edit or reject or cancel any advertisement, including any advertising that is considered to include objectionable content or artwork
- Mortar Board will determine the page placement (on specific pages) of all advertisements within the publication
- Advertisers must submit print-ready electronic artwork in an acceptable format
- Advertising rates are subject to change without notice

## FILE SPECIFICATIONS

**Accepted formats:** PDF, TIFF, JPEG, GIF or EPS

**Resolution:** Print - minimum 300 dpi  
Electronic - maximum 96 dpi

**Fonts:** All printer and screen fonts must be included or converted to paths

**Size:** Should be printed exactly to size (dimensions available upon request) with 1/8" bleed throughout. Complimentary page bleed provided based on page placement. Electronic ads are limited to 25K.

**Color conversion:** CMYK

**Transmission:** Compressed files can be submitted by e-mail to [mbforum@mortarboard.org](mailto:mbforum@mortarboard.org) if less than 10 MB. Otherwise, they should be mailed on a data CD to:

Mortar Board National Office  
Attn: Editor  
1200 Chambers Road, Suite 201  
Columbus, OH 43212

## DEADLINES

Publication	Agreement	Artwork	Payment
Mortar Board Forum (Spring edition)	April 1	April 15	May 15
Mortar Board Forum (Fall edition)	November 1	November 5	November 19
Mortar Board INK (for upcoming month)	15th of each month prior	20th of each month prior	26th of each month prior
Collegiate News (for upcoming month)	15th of each month prior	20th of each month prior	26th of each month prior
Alumni News (for upcoming month)	15th of each month prior	20th of each month prior	26th of each month prior

## 2010-2011 ACADEMIC YEAR RATES

### Mortar Board Forum

- All ads include four-color processing and bleed (provided based on page placement and request at decision of editor)
- Web link available for additional \$300 per issue
- No discounts for black and white processing

Ad size	One occurrence	Multiple occurrences
Full page	\$1,500	\$1,300 each
1/2 page	\$800	\$700 each
1/4 page	\$500	\$450 each
1/8 page	\$400	\$350 each

### Mortar Board INK

- All ads are limited to a resolution of 96 dpi and size of 25K
- Dimensions for ads available upon request

Ad size	One occurrence	Multiple occurrences
Full banner	\$150	\$125 each
Small banner	\$75	\$50 each

### Collegiate News

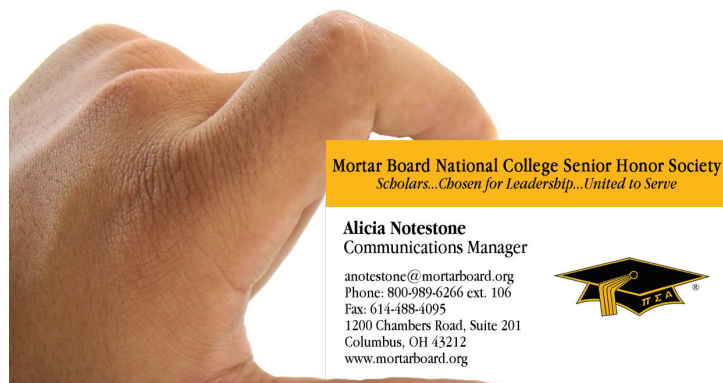
- All ads are limited to a resolution of 96 dpi and size of 25K
- Dimensions for ads available upon request

Ad size	One occurrence	Multiple occurrences
Full banner	\$250	\$225 each
Small banner	\$100	\$75 each

### Alumni News

- All ads are limited to a resolution of 96 dpi and size of 25K
- Dimensions for ads available upon request

Ad size	One occurrence	Multiple occurrences
Full banner	\$300	\$200 each
Small banner	\$150	\$100 each



**Mortar Board National College Senior Honor Society**  
*Scholars...Chosen for Leadership...United to Serve*

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