

Oregon

QUARTERLY

The Magazine of the University of Oregon
Affluence. Influence. Readers for Life.



See What a College Education Will Do for Your Profits

The official magazine of the University of Oregon, *Oregon Quarterly* is the most widely circulated and oldest periodical produced in the state.

"Advertising in *Oregon Quarterly* maintains The Duck Store's connection with students beyond graduation. It also provides our brand with the necessary reach outside of Oregon. We are extremely pleased with our partnership with this thriving publication."

Alma Fumiko Hesus
*Past Marketing Team Leader,
The Duck Store*

Absolutely stupendous! I was reading the *Quarterly* last night and find the electronic version outstanding as well as the paper version. Congratulations on another Oregon triumph.

Oregon Graduate
M.S. '75 and Ph.D. '85

"*Oregon Quarterly* provides Brookdale Senior Living with the opportunity to have a high-quality relationship with an important Oregon audience. The OQ also looks for ways to add value to Brookdale's advertising schedule that are beneficial and appreciated."

Richard F. Carter
*Principal,
California Marketing Group*



Johnson Hall. As made famous in the movie Animal House.

Distribution and Demographics

Target the UO's market of avid, loyal customers

Reach nearly 270,000 UO alumni and donors who own their own homes, have investment portfolios, use credit cards, travel extensively, and buy your products and services. Oh, and did we mention that 100% are college educated?

Total print audience: 90,000

Distributed to ...

- All members of the UO Alumni Association
- All seven Duck Stores in Eugene, Portland, and Bend
- White Stag Block in downtown Portland
- UO trustees, board members, donors, and state and regional legislators

<div>MEDIAN AGE</div> <div>45</div>	<div>GENDER</div> <div> 52% F</div> <div> 48% M</div>	<div>EDUCATION</div> <div></div> <div>100% bachelor degrees 86% additional education</div>
<div>OCCUPATION</div> <div></div> <div>61% managerial and professional</div>	<div>PASS-ALONG</div> <div></div> <div>Each copy is shared with an average of three people</div>	<div>LOYALTY</div> <div></div> <div>78% read all four issues per year</div>
<div>SHELF LIFE</div> <div></div> <div>54% read <i>Oregon Quarterly</i> on two to four occasions</div>	<div>INCOME</div> <div></div> <div>45% earn \$75,000 - \$100,000 or more per year</div>	<div>ADS OUR READERS WANT TO SEE</div> <div></div> <div>UO merchandise 48% Alumni Association events and services 44% Vacations and golf courses ... 25% NW real estate 18% Financial planning 18%</div>

Oregon Quarterly is the flagship magazine of the University of Oregon. Most of our readers, 262,500 strong, are alumni of the university, and as such, our editorial focus is on the university's connections to issues of state, regional, and national interest. Published four times a year in print, with a robust online presence at oregonquarterly.com, the magazine aims to reach a broad, well-educated audience, with a particular focus on the Northwest. Winner of many national awards, *Oregon Quarterly* is known for excellent writing, beautiful design, and compelling stories that highlight the connections between a great university and the larger world.

*based on 3 readers per copy

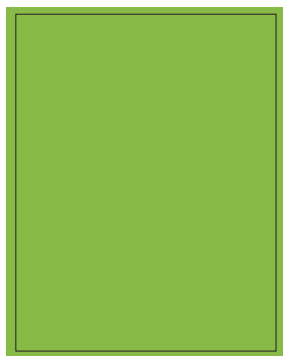
Print Rates and Specs

Ad size	1x	4x
Full page	\$4,345	\$3,300
1/2 page	\$2,640	\$1,925
1/4 page	\$1,485	\$990
Back Cover*	-	\$5,060
Inside Front/Back Cover*	-	\$4,730

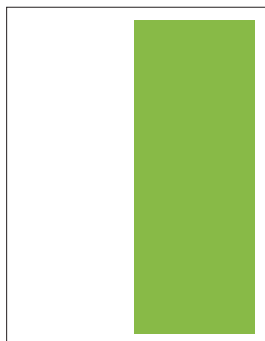
PREMIUM POSITION REQUEST* + 15% TO SPACE COST PER ISSUE

* Please check for availability

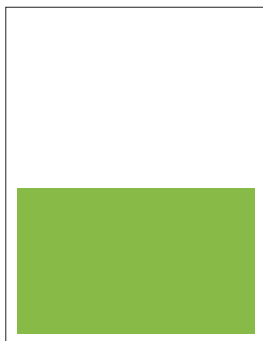
AD SIZE	STANDARD ARTWORK SIZE	BLEED ARTWORK SIZE
1/4 page	3.8125"w x 4.75"h	--
1/2 page horizontal	7.875"w x 4.75"h	--
1/2 page vertical	3.8125"w x 9.75"h	--
Two-page spread	17.25"w x 10.375"h	Artwork: 18.25"w x 11.125"h Trim size: 18"w x 10.875"h Live area: 17.25"w x 10.375"h
Full page	8.25"w x 10.375"h	Artwork: 9.25"w x 11.125"h Trim size: 9"w x 10.875"h Live area: 8.25"w x 10.375"h
Inside front & back covers	8.25"w x 10.375"h	Artwork: 9.25"w x 11.125"h Trim size: 9"w x 10.875"h Live area: 8.25"w x 10.375"h
Back cover	8.625"w x 8.125"h	Artwork: 9.125"w x 8.5"h Trim size: 9"w x 8.375"h Live area: 8.625"w x 8.125"h



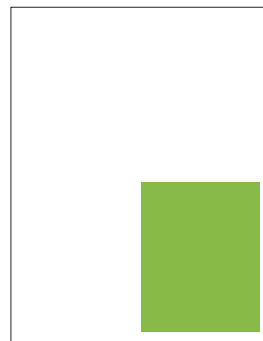
FULL PAGE
(INCLUDING COVERS)



1/2 PAGE
VERTICAL



1/2 PAGE
HORIZONTAL



1/4 PAGE

Print Production Details and Deadlines

PRINTING

Web offset printed. The interior pages are printed on 50-pound Nature 10 recycled matte book paper and the four-page cover is printed on 114-pound Sterling recycled matte book paper.

Material specifications (SWOP standards apply)

- Trim size: 9" x 10.875"
- Safety area: 0.25" all the way around
- Full Page Bleed: 9.25" x 11.125" minimum
- Screen: 175
- Ink density: 300

AD PREPARATION | SPECIFICATIONS PROOFS

If color matching on press is a crucial component for your ad, a SWOP-certified color proof is required. Without a proof, we cannot ensure the accuracy of the color within your ad. Inkjet or laser print proofs are not acceptable as color proofs.

FILE REQUIREMENTS

- Only high-resolution PDF X1a files accepted
- Convert all images and artwork to CMYK

FILE SUBMISSION

Please submit files to *Oregon Media Art Department*:

- 541-389-4383
- art@oregonmedia.com

If file is larger than 25MB please send file to oregonmedia.wetransfer.com



SPRING 2022 (APR)

Space Close | March 8, 2022
Material Close | March 22, 2022
Mail Date | April 6, 2022



SUMMER 2022 (JUL)

Space Close | June 7, 2022
Material Close | June 21, 2022
Mail Date | July 7, 2022



FALL 2022 (JUL)

Space Close | Sept. 7, 2022
Material Close | Sept. 20, 2022
Mail Date | Oct. 5, 2022



WINTER 2023 (JAN)

Space Close | Dec. 20, 2022
Material Close | Jan. 4, 2023
Mail Date | Jan. 18, 2023

Align Your Brand with the University of Oregon

Primary contact for all advertising and media questions

Ross Johnson, Account Executive
(541) 948-5200 ross@oregonmedia.com

Please submit files to

Oregon Media Art Department
541-389-4383 art@oregon-media.com

If the file is more than 20MB please send file to
oregonmedia.wetransfer.com

