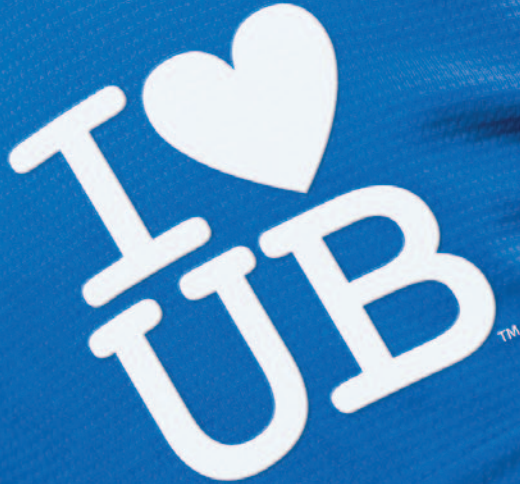


Wear your heart on your sleeve.



UB*Today* Magazine Media Kit

www.iLoveUB.com

Two million ways to make a **BIG** impression

Our Reach

- 421,500 readership of UB Today Magazine
- 246,000 annual web visitors
- 213,000+ alumni world-wide
- 115,000+ monthly alumni email listserv
- 70,000+ Western New York alumni
- 30,000+ undergraduate students
- 11,000 members of the UB Student Alumni Association
- 10,000 UB faculty & staff
- 9,700+ paid members of the UB Alumni Association
- 2,200 faculty & staff alumni

Benefits of advertising with UB

- 140,500 circulation/281,000 readership base per issue
- World-wide publication
- 65% of UB alumni receive the publication
- Published twice per year: Fall & Spring Semesters
- 5% discount for multiple insertions
- 10% institutional discount for UB departments and organizations
- 4-color ads

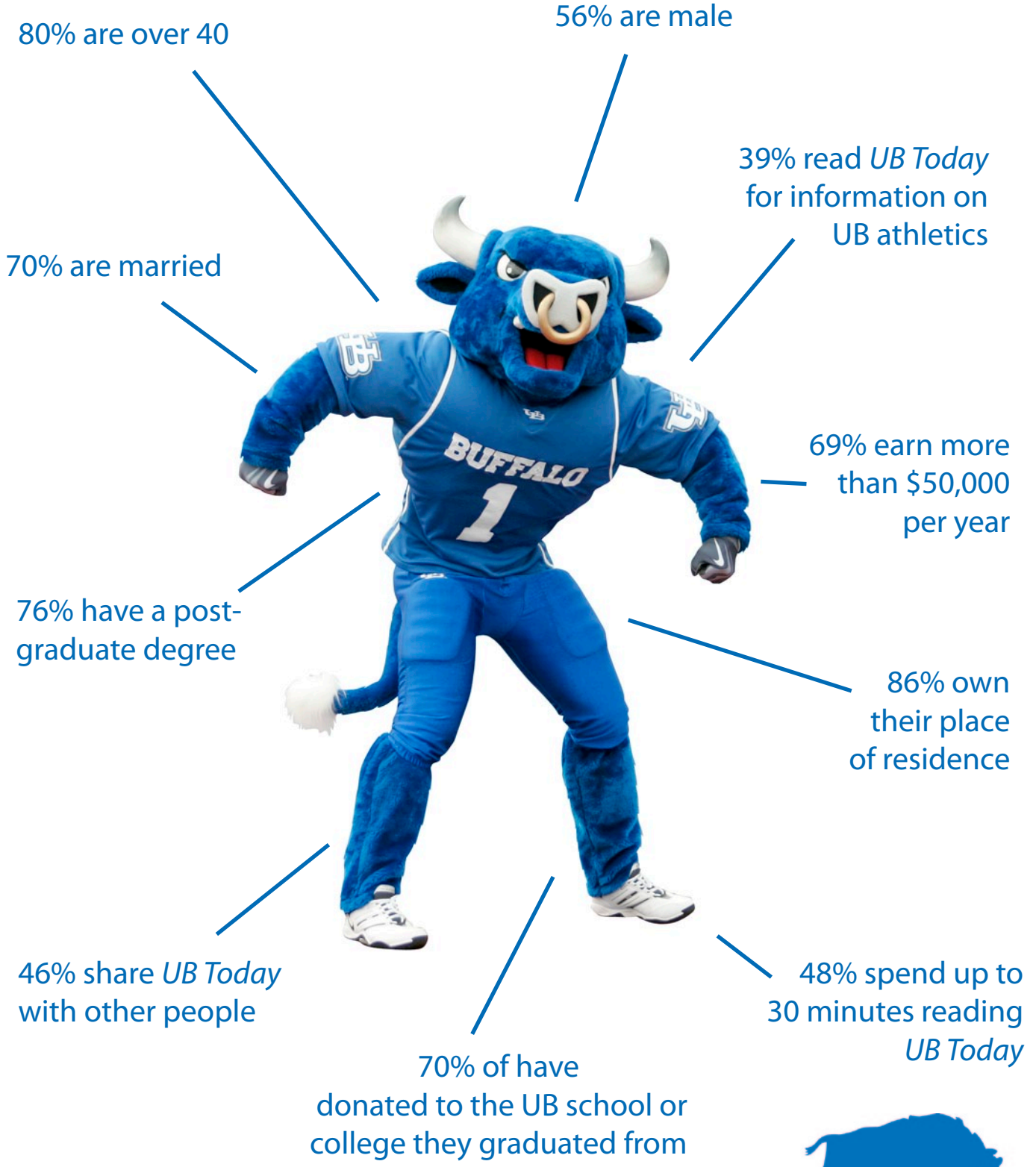


MAKE YOUR IMPRESSION TODAY WITH UB ALUMNI AND STUDENT ADVERTISING

www.iLoveUB.com

UBToday Magazine Advertising Media Kit

Who reads UBToday?



UBToday Magazine Advertising Media Kit

Two-Fifths Page (Vertical)

2.625" W
X
9 3/4" H

A GIFT OF A LIFETIME

DID YOU KNOW
giving to UB is a safe bet?

A charitable gift annuity with UB is a solid investment. It supports a cause you cherish and provides you with a great annuity rate to return. See the rates below.

| Age | Rate |
|-----|------|
| 60 | 5.8 |
| 65 | 5.7 |
| 70 | 6.1 |
| 75 | 6.7 |
| 80 | 7.6 |
| 85 | 8.9 |
| 90 | 10.5 |

Building for the Future
it's easy

UB Today Magazine is a great way to support UB and its future. For more information, contact the Office of Development and Alumni Relations at 716.643.3333 or visit our website at www.ubtoday.com.

alumni news
Alumni Room Travel Program

Ukraine and Romania
June 23-July 6, 2009

Stepped in tradition but driven by a vibrant modern spirit, Ukraine is rapidly forging a new identity within Europe. Explore the magnificent capital of Kiev, visit the Crimean Mountains and learn about the country's history. Discover the Carpathian Mountains and the Black Sea. Before departing for Romania, visit the Carpathian Mountains and the Black Sea. Before departing for Romania, visit the Carpathian Mountains and the Black Sea.

Greece, Athens & the Island of Poros
October 9-16, 2009

Stepped in mythology and legend, Greece has been a muse to artists and writers for centuries. The magic of this ancient land is yours to discover. Explore the ancient ruins of Athens from the world-renowned Acropolis to the fashionable Plaka district. On the idyllic island of Poros, with its white buildings, crystal-clear waters, and a breathtaking sunset over the sea.

Chianti in a Tuscan Villa
October 23-30, 2009

Imagine yourself amid the rolling hills of Tuscany, blanketed with vibrant vineyards, olive groves and cypress trees. From the white village of Tavarnuzze Val d'Arno, travel to the rolling hills of Florence. Visit the Uffizi Gallery, a medieval fortress, the ancient walls of Lucca, and explore the spectacular Chianti wine region.

notes

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UB Goes Green!

MAKE YOUR ANNUAL FUND GIFT ONLINE today, or mail it in before October 31, and we'll exclude your name from all other annual fund solicitations this year. That saves UB and the environment!

Give green today.

UB
www.ub.edu

alumni news
IN MEMORY OF UB ALUMNI

20s
Anthony J. Dale, MD '54, of
Columbia, SC

30s
Richard W. Haggard, CEO '37,
of New York, NY

40s
John W. Chalmers,
CEO of Pillsbury, NY

50s
Charles T. Bellini, PhD '54,
of Buffalo, NY

60s
John W. Chalmers, CEO of Pillsbury, NY

70s
James S. Quinn, PhD '74,
of Lancaster, PA

80s
Robert C. Haggard, CEO '37,
of New York, NY

90s
John W. Chalmers, CEO of Pillsbury, NY

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How you'd like to get a new home or make a new investment? We'll make it all in one place!

Myriad Realty.com

Family Owned & Operated

716-332-9393
FAX: 716-332-9392

3015 Genesee Street
Cheektowack, NY 14225

Email: info@myriadrealty.com

2.625" W
X
4.75" H

STUDENT ALUMNI UBSAA ASSOCIATION

MAKE YOUR IMPRESSION TODAY WITH UB ALUMNI AND STUDENT ADVERTISING

www.iLoveUB.com



UBToday Magazine Advertising Media Kit

Advertising Rates

140,500 circulation base rate. Published twice per year.

| SIZE | FREQUENCY | 4-COLOR COST |
|-------------------|-----------|--------------|
| Back Cover | 1x | \$3,000 |
| | 2x | \$2,850 |
| Inside Back Cover | 1x | \$2,750 |
| | 2x | \$2,613 |
| Full Page | 1x | \$2,500 |
| | 2x | \$2,375 |
| One-Half Page | 1x | \$1,750 |
| | 2x | \$1,663 |
| Two-Fifths Page | 1x | \$1,250 |
| | 2x | \$1,188 |
| One-Fifth Page | 1x | \$750 |
| | 2x | \$713 |

UB Affiliation Discount: On-campus departments and organizations may receive a 10% discount.

Disclaimer: UB will review and approve all content and advertising graphics.

Advertiser assumes full responsibility for content of the submitted ad. UB will not be responsible for errors beyond the cost of space occupied by the error. UB reserves the right to reject any copy that is not in accordance with policies. All materials submitted by advertiser become the property of the UB Alumni Association, Inc. There is a 50% charge on any cancellations.

Multiple Insertions: If you advertise in two consecutive issues you will receive a 5% discount on each ad.



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UBToday Magazine Advertising Media Kit

Closing Dates

| <u>Issue</u> | <u>Reserve Space/ Submit Contract By</u> | <u>Submit Art By</u> | <u>Distribution Date</u> |
|--------------|--|----------------------|--------------------------|
| Spring | December 15 | January 15 | March 15 |
| Fall | June 1 | July 2 | September 10 |

Ad Requirements

- Advertisements must be submitted as press quality Adobe PDF
- Advertisements must be submitted at the correct size. Failure to do so may result in additional charges
- Reversed type is often difficult to read and is not recommended

Printing Specifications

Trim size: 8 3/8" x 10 7/8"

Screens: 150 line screen

Paper Stock: Inside, 45# uncoated
 Cover, 80# coated



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UBToday Magazine Advertising Media Kit

Policies

General

The publisher (UB Alumni Association) reserves the right to edit and/or reject or cancel any advertisement. The publisher reserves the right to reject any advertising that it deems objectionable or unacceptable because of content, artwork or other considerations not expressly stated herein. Only ads that meet our design specifications will be accepted.

UB Today has the right to reject advertising that competes with UB Alumni Association merchandise and/or services. Furthermore, *UB Today* will not accept advertising for the following categories: alcohol, tobacco, drugs (regardless of legal or accessible status), or personal hygiene products. Nor will it accept personal ads: advertising concerned with political, philosophical, religious or ethical issues; or advertising for donations to groups not associated with the UB Alumni Association or the University at Buffalo.

Present non-profit postal regulations do not permit us to include credit card, financial services, insurance or travel advertisements.

Product Advertising

Any products using any registered name, symbol or mark of the University at Buffalo must be licensed with the university. We will not publish any advertisement until we have received a copy of the licensing agreement filed with the UB Office of Trademarks and Licensing (326 Crofts Hall, 645-3413). *UB Today* is not required to publish an advertisement of an unlicensed item. In advertising content that resembles editorial copy, the publisher and editor reserve the right to add the word "Advertisement."

Space Reservations

A written space reservation must be completed with the Office of Alumni Relations for all advertisements submitted to *UB Today* by the appropriate space reservation deadline. Guaranteed positions are contracted for back page (inside and outside) positions only. The publisher and editors assume no responsibility for film or mechanicals beyond the promise to handle materials carefully.

Payment Policies

Publisher will provide an invoice for each advertisement in *UB Today* (to be paid within 30 days of services rendered). If the advertiser fails to submit the advertising by the appropriate art submission deadline, or cancels the advertisement after the space deadline, the advertiser will be responsible for paying 50 percent of the ad price.



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