



ugazine

covering the bulldog lifestyle since 1968



UGA Magazine is UGA's official student magazine. Printed quarterly, this colorful, glossy, award winning publication is distributed free of charge to the University's students, staff and faculty. **In publication since the 1830's**, this popular magazine offers in-depth coverage of the **UGA 'experience'**, and serves as a 'student bible', with vital information about **Athens, Atlanta, and the entire state.** **UGAzine** is where everyone at **UGA** looks to find out about restaurants, shopping, autos, entertainment, supplies and everything needed by the university community. Each issue of **UGAzine** offers over **40 pages of exciting reading** for its' loyal readership. **Extensive distribution insures your ad will be read and appreciated by everyone at UGA!** Whether you're interested in advertising a **product or service, recruiting, or showing support for Georgia's Bulldogs, UGAzine offers the longest shelf-life and is the most visible and effective way to send your message!** **UGAzine** also offers recruiters an **opportunity to enhance their on campus college recruitment schedule!** Please be aware that the **University** uses advertising revenue to publish and distribute this wonderful, colorful magazine. **The support of the business community has been vital to this publication, ensuring its' free distribution for decades!** Ad rates are the **best offered on campus**, and no other **UGA** publication offers the same **quality, distribution and readership.** To reserve your space in this prestige publication, please call **404-262-3121** or **800-795-7696 - Ext: 1251** or email info@pentagon-usa.com

ADVERTISING POLICY

UGAzine reserves the right to reject and/or cancel any advertisement. Advertisements for alcohol, tobacco, firearms and political groups are not accepted. The advertiser and their advertising agency assume full liability for content of advertisements printed and assume full responsibility for any claims made against the publisher.

SPACE RESERVATIONS

Advertising contracts, insertion orders or written notice authorizing an advertisement to run must accompany or precede the arrival of the advertising material. Guaranteed positions are contracted for inside the front page (Cover 2) and back page (inside, Cover 3, and outside, Cover 4) positions only. However, requested placement will be attempted based on space availability and the discretion of the publisher. Only ads that meet our design specifications will be accepted.

PAYMENT

The advertiser and advertising agency are jointly and separately responsible for payment. Pre-payment is required. Ads will be pulled at the discretion of the Publisher for non-payment.

DIMENSIONS & MECHANICAL REQUIREMENTS

Please request our detailed **Advertising Mechanicals** and **Electronic Ad Specifications** from your program representative or from our **Art Department at 800-795-7696 Extension 1248** or art@pentagon-usa.com

Digital data is required for all ad submissions. Preferred file format is PDF/X-1a. However, other digital art will be accepted. High-resolution PDFs must be provided as CMYK with fonts and images embedded and sent via disk, CD-ROM or email. Ads submitted as hard copy will be scanned for use.

UGazine is printed on a high-speed web and SWOP standards apply. Final trim size is 8 1/4 x 10 7/8 inches and bleed size is 8 1/2 x 11 1/8 inches. Live material must be kept 1/4 inch from the trim.

Additionally, the production department at **Pentagon Publishing** is available to design or reformat files at \$75 per hour (fee may be waived). Please contact the **Art Department at 800-795-7696 Extension 1248** or art@pentagon-usa.com if you would like our assistance.

DISTRIBUTION

Ugazine is distributed to the students, faculty, administrative staff, and alumni of the **University of Georgia, Athens, Georgia.**

Ugazine may be viewed on the web at: www.georgiaugazine.com

DEADLINES

NOTE: DEADLINES ARE APPROXIMATE AND SPACE IS AVAILABLE ON A FIRST-COME FIRST-SERVED BASIS!

ISSUE	DEADLINE
SPRING	February 05
SUMMER	April 03
FALL	September 11
WINTER	November 12

Deadlines may be changed without notice – for up to date deadlines always consult with your Program Coordinator!

AD RATES

PLEASE NOTE: ALL AD RATES REFLECT 4/C PROCESS AND FULL PAGES INCLUDE BLEED. NO DISCOUNT FOR B&W.

	1x	2x	3x	4x
Cover 4	\$3,495	\$2,995	\$2,695	\$2,295
Cover 2 or 3	\$3,195	\$2,895	\$2,395	\$2,095
Full page	\$2,995	\$2,495	\$2,195	\$1,995
2/3 page	\$2,495	\$2,195	\$2,095	\$1,795
1/2 page	\$1,895	\$1,595	\$1,395	\$1,195
1/3 page	\$1,395	\$1,095	\$995	\$795
1/4 page	\$1,095	\$995	\$795	\$595
1/6 page	\$ 695	\$595	\$395	\$195