

Dear TROY Friends,

It is with great pride that I present these issues of the TROY Today Magazine. This re-imagined, updated version of our publication perfectly represents TROY's mission of continued growth and change.

Because we want only the best for our students and alumni, we want your company as a partner. The excellence you provide will help maintain the high quality of these first issues. As we continue to celebrate the achievements of our alumni around the globe, the plans for TROY Today continue to grow. According to our projections, the distribution of our bi-annual magazine will increase along with our alumni and friends. TROY Today will be mailed to alumni members, donors, faculty and staff, as well as to a varying list of students, parents, partners, peer institutions, and friends.

We hope you enjoy these issues of TROY Today. From cover to cover, they showcase news from across the University and feature the stories and achievements of TROY students, alumni and faculty.

Included within this package, you'll find our rate card as well as our contact information.

My team and I thank you for your partnership with Troy University. We look forward to promoting your company in future issues.

Sincerely,



Maj. Gen. Walter D. Givhan, USAF, Retired  
Senior Vice Chancellor, Advancement  
and Economic Development

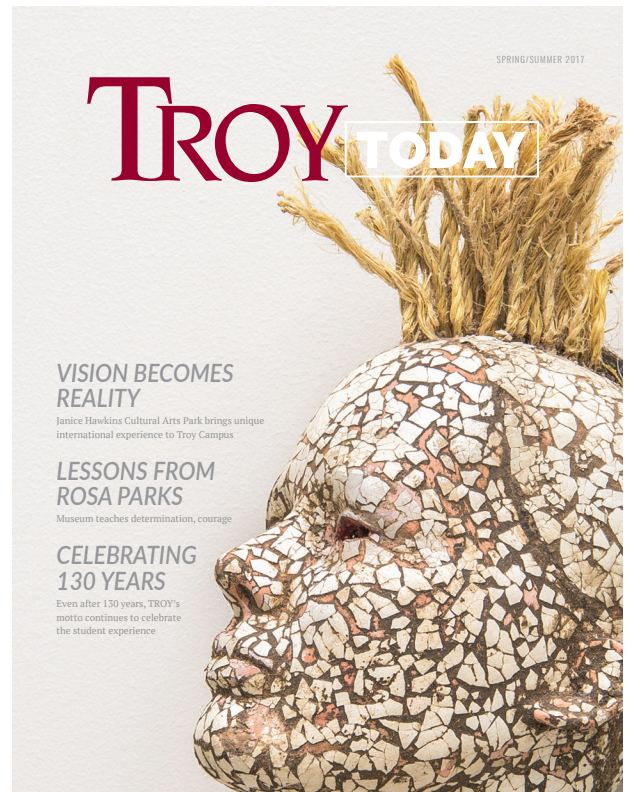


## AUDIENCE PROFILE

Word travels quickly in a large family. With more than 195,000 alumni around the globe in the Troy University family, what better way to advertise than through TROY Today? Within the sleek, colorful pages of TROY's official magazine, the TROY family catches up on exciting developments going on in the lives of past and present TROY Trojans as well as the latest University news. Our bi-annual magazine's following is extended through the University's TROY.Today blog, which is updated daily.

When you advertise within TROY Today, your company will be speaking to an ever-growing base of TROY readers including:

- Alumni Association members
- Campus administrators
- Donors and friends of TROY
- Enrolled students
- Faculty and staff
- National, state and local government officials
- Parents of enrolled Troy Campus students
- Peer institutions nationwide



## HERE ARE A FEW ADDITIONAL STATS TO CONSIDER:

average daily page views	64	faculty and staff	2,803
paid members of the TROY Student Alumni Association	173	campus locations in Alabama	4
active TROY alumni chapters	64	U.S. support centers	16
alumni and friends worldwide	169,000	international locations	9
due paying alumni members	10,000	students worldwide	18,000+

## PRINT CIRCULATION

CIRCULATION SCHEDULE	
Spring Summer 2021	50,000+
Fall Winter 2021	50,000+
Spring Summer 2022	50,000+

Circulation is subject to change based on natural fluctuations in selected mailing lists.

## ADVERTISING SPACES

AD SIZES	TRIM	BLEED	COST
Inside Front or Inside Back Cover	8.375" x 10.875"	8.625" x 11.25"	\$2550
Inside Cover Spread	16.75" x 10.875"	17.1875" x 11.125"	\$4700
Spread	16.75" x 10.875"	17.1875" x 11.125"	\$3750
Back Cover	8.375" x 9"	8.875" x 9.1675"	\$2800
Premium full page	8.375" x 10.875"	8.625" x 11.25"	\$2350
Standard full page	8.375" x 10.875"	8.625" x 11.25"	\$2100
1/2 page horizontal	8.375" x 5.5"	8.625" x 5.7"	\$1050
1/2 page vertical	4.1875" x 10.875"	4.4" x 11.3"	\$1050

## ADVERTISING SCHEDULES

	AD CLOSING COMMITMENT DUE*	ART WORK DUE	MAIL DATE
Spring Summer (April)	March 2022	March 2022	April 2022
Fall Winter (September)	September 2021	September 2021	October 2021

## MAGAZINE PRINT MECHANICAL REQUIREMENTS

All creative materials should be provided in a digital format.

- Required format is hi-res Adobe Acrobat PDF file format.
- Embedded images must be 300 dpi.
- Color images must be CMYK.
- All fonts (either Postscript or Type 1) must be embedded.
- Files containing RGB or LAB images will not be accepted.
  
- Provide color proof with advertisement.

## AD PLACEMENT POLICIES

- TROY Today Magazine reserves the right to suggest alterations and to reject any advertising sponsor or materials that do not meet University mission, strategic plan or other standards. For instance, no classified, political, liquor, gambling or tobacco ads will be accepted. Web addresses used in ads must be accessible when the artwork is submitted.
- Prepayment is required for first-time advertisers. If correct artwork is not received by the stated deadline, or an ad is cancelled after confirmation of space, the advertiser will be billed for half the cost of the contracted space rate. All other payments are due two weeks after closing date.

## CONTACT INFORMATION

- Submit completed advertising form by email to [troymagazine@troy.edu](mailto:troymagazine@troy.edu) or mail to Troy University Marketing and Communication Office 256 Adams Administration Troy, AL 36082.

For assistance contact:

Michelle G. Mowery  
University Media Development Coordinator  
phone: 334-676-9907 | email: [mowerym@troy.edu](mailto:mowerym@troy.edu)

Samantha Johnson  
Senior Director of Marketing, Troy University  
phone: 334-670-5830 | email: [marketing@troy.edu](mailto:marketing@troy.edu)

- Submit alum notes, remembrances, story ideas and your feedback and other information to [news@troy.edu](mailto:news@troy.edu) or [troymagazine@troy.edu](mailto:troymagazine@troy.edu). You may also call the Office of Marketing and Communications at 334-670-5830 to speak to someone immediately.

### ADVERTISING FORM

Advertiser \_\_\_\_\_

Name of Ad \_\_\_\_\_

Choose Issue(s):

ISSUE	AD CLOSING COMMITMENT DUE*	ART WORK DUE	MAIL DATE
<input type="checkbox"/> Fall Winter 2021 (September)	September 2021	September 2021	October 2021
<input type="checkbox"/> Spring 2022 (March)	March 2022	March 2022	April 2022
<input type="checkbox"/> Fall Winter 2022 (September)	September 2022	September 2022	September 2022

Choose Ad Size(s):

AD SIZES	TRIM	BLEED	COST
<input type="checkbox"/> Inside Front or <input type="checkbox"/> Inside Back Cover	8.375" x 10.875"	8.875" x 11.375"	\$2550
<input type="checkbox"/> Inside Cover Spread	16.75" x 10.875"	17.25" x 11.125"	\$4700
<input type="checkbox"/> Spread	16.75" x 10.875"	17.25" x 11.125"	\$3750
<input type="checkbox"/> Back Cover	8.375" x 9"	8.875" x 9.1675"	\$2800
<input type="checkbox"/> Premium full page	8.375" x 10.857"	8.625" x 11.25"	\$2350
<input type="checkbox"/> Standard full page	8.375" x 10.857"	8.625" x 11.25"	\$2100
<input type="checkbox"/> 1/2 page horizontal	8.375" x 5.5"	8.625" x 5.7"	\$1050
<input type="checkbox"/> 1/2 page vertical	4.1875" x 10.875"	4.4" x 11.3"	\$1050

Cost: Rate Per insertion \_\_\_\_\_ Number of insertions \_\_\_\_\_ Total due: \_\_\_\_\_

Are you re-running an ad from a previous issue of the TROY Today Magazine?  yes  no

If so, in which issue did it run? Month \_\_\_\_\_ Date \_\_\_\_\_

Special Instructions \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### BILLING INFORMATION

Advertiser \_\_\_\_\_ TROY Account Number \_\_\_\_\_

Name and title of person placing order \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_