Create your own custom UAAA sponsorship package, or use one of ours.
Either way you get great value for your investment!
The UAAA Sponsorship Advantage

It’s a marketer’s dream: to reach a well-educated, affluent audience that possesses extremely high brand loyalty.

At the University of Arizona Alumni Association (UAAA), we deliver more than a quarter-million of these individuals — alumni who are college-educated, have high incomes, and who are passionate about being a Wildcat.

The Alumni Association has been in the business of building relationships with UA graduates for more than 110 years. And UA alumni want to stay connected to their alma mater and to maintain the sense of pride and belonging that they established during their student years.

We offer a wide array of corporate partnership opportunities to reach this desirable target market through a variety of programming and media environments. Whether it’s involvement with UAAA Homecoming, travel, student connections, or alumni outreach events across the country, your corporate partnership with the UAAA will broaden your reach and extend your brand name to The University of Arizona alumni universe.

And don’t forget about the award-winning Alumnus magazine — a powerful advertising vehicle and the best place to reach UA alumni who want to keep up-to-date with their alma mater.

We look forward to talking with you. And as always, Bear Down!

Melinda Burke ’75 ’71
President and Executive Director
The University of Arizona Alumni Association
All sponsorships (custom or packaged) include:

- Logo in sponsored section of Alumnus Magazine
- Logo in sponsored section of E-newsletters
- Logo in sponsored section of the UAAA Web site
- Special thanks on UAAA’s Twitter, LinkedIn, and FaceBook pages

Please Note: You may create your own customized sponsorship in any of the categories listed below.

HOMECOMING  4

The biggest and oldest tradition at the UA. With attendance of more than 70,000 and exposure to 200,000 people, this is a premier sponsorship opportunity to support a great tradition at the UA.

WILDCAT FOR LIFE STUDENT CONNECTIONS  5

The Alumni Association Wildcat for Life Student Connections program coordinates events and activities that reach thousands of students with specialized programming throughout the year from orientation through Commencement. This is a unique opportunity to begin to build brand awareness among UA’s future alumni.

ALUMNI OUTREACH  6

The Alumni Association sponsors activities and events in regional locations throughout the country.

ALUMNI MEMBERSHIP   7

The Alumni Association membership program began in September 2005 and today includes nearly 8,000 dues-paying members. There are several opportunities to connect with new and renewing members.

ALUMNI TRAVEL   8

The Alumni Association travel program, where exploration, education, and adventure are essential to every tour, takes hundreds of alumni travelers to destinations around the world.

E-COMMUNICATIONS  9

The Alumni Association sends out monthly e-mail broadcasts to more than 75,000 alumni and weekly event updates to regional alumni e-mail addresses. Popular Web site pages include Alumnus magazine, Homecoming, membership, and the chapters and clubs events calendar.
The biggest and oldest tradition at the UA. With attendance of more than 70,000 and media exposure to 200,000+ people, this is the premier sponsorship opportunity to support a great tradition at the UA.

Please Note: You may create your own customized Homecoming sponsorship using packages or individual items listed below.

All Homecoming Sponsorship packages include:
Logo placement in the fall Homecoming section of Alumnus Magazine (circulation: 185,000); on UAAA Homecoming T-shirts, posters, ads, flyers, e-newsletter for three months (100,000 addresses), and the UA Alumni Association Homecoming Web site for three months (600,000 hits, 125,000 visits).

Homecoming Presenting Sponsor
- 20 x 20 tent at Homecoming to hand out giveaways and promotional materials
- Pop-up tent at campus events on the UA Mall during Homecoming week
- Radio exposure during Homecoming week
- Hotel suite for one night at the JW Marriott Starr Pass Resort & Spa (upon availability)
- Eligibility to enter float in Homecoming Parade
- Eight tickets to Homecoming football game
- Two suite seating tickets and two Stadium Club passes to Homecoming football game

Homecoming Tents on the Mall Sponsor
- 10 x 10 tent to hand out giveaways and brochures
- Eligibility to enter float in Homecoming Parade
- Logo placement on all UAAA-sponsored tents
- Six tickets to Homecoming football game

Homecoming Bonfire (Pep Rally) Sponsor
- Four tickets to Homecoming football game
- Pop-up Tent at the rally with your logos and promotional materials

Homecoming Awards & Recognition Sponsor
- Four tickets to Homecoming football game
- Signage and verbal recognition at the awards reception

Homecoming Student Activities Sponsor
- Four tickets to Homecoming football game
- Signs on the Student Alumni Association Homecoming Parade float

Homecoming Royalty Sponsor
(allocate $3,000 in scholarships to Homecoming king and queen — $1500 each)
- Four tickets to Homecoming football game
- Your logo on all the Royalty signage at the Homecoming Parade
Wildcat for Life Student Connections coordinates events and activities that reach thousands of students with specialized programming throughout the year from orientation through Commencement. This is a unique opportunity to begin to build brand awareness among UA’s future alumni.

Please Note: You may create your own customized Wildcat for Life Student Connections sponsorship using packages or individual items listed below.

All Student Connections sponsorship packages include:
Logo placement in the student section of Alumnus magazine for one year plus the exposure opportunities described below.

---

**Wildcat for Life Student Connections Presenting Sponsor**
- Includes all of the exposure opportunities listed below.

**Evening of Excellence Sponsor**
This event is a student-run awards banquet in April. More than 25 awards are given by student groups to recipients who have excelled during the past year. Nine on-campus student groups also announce their new members.
- Signage (2 x 3 feet)
- Logo placement on admission tickets and in the event program
- Verbal sponsorship recognition from podium
- Two dinner tickets
- Opportunity to distribute company marketing materials

**Senior Sendoff Sponsor**
A barbecue open to all graduating seniors, and located in Alumni Plaza in the center of campus, this event touches hundreds of graduating seniors each spring.
- Signage (2 x 3 feet)
- Logo placement in electronic invitation and event program
- Verbal sponsorship recognition
- Opportunity to distribute company marketing materials

**Scholarship Dinner Sponsor**
Each fall, the Alumni Association hosts a dinner for all of its scholarship recipients to congratulate them on their awarded scholarship. Alumni and staff in attendance are honored to interact with these young and talented students.
- Signage (2 x 3 feet)
- Logo placement in electronic invitation and event program
- Verbal sponsorship recognition from podium
- Opportunity to distribute company marketing materials

**Freshmen Summer Sendoff Sponsor**
Each summer before incoming freshmen arrive on campus, regional alumni chapters help welcome them to the UA by hosting summer sendoff events in 19 metropolitan areas across the country.
- Signage at all summer sendoffs (15-20 events per year across the nation) and logo placement on marketing materials (print and online)
- Opportunity for Alumni Chapters to distribute company’s marketing material
The Alumni Association sponsors activities and events in regional locations throughout the country. This is your opportunity to connect and market your brand, products, or services to UA alumni nationwide.

Please Note: You may create your own customized Alumni Outreach sponsorship using packages or individual items listed below.

All Alumni Outreach Sponsorship packages include:

- Logo placement in the sponsored section of Alumnus magazine for one year plus your selection of exposure opportunities described below.

**Football Regular Season Tailgate Sponsor**

The Alumni Association will host two UA football away-game tailgates for alumni and fans in 2010: at UCLA on October 30; and at Stanford on November 6.

- Signage at event
- Logo placement on tailgate admission tickets and confirmation enclosure; on UAAA tailgate Web site; on e-mails that market the tailgates; and on tailgate admission sign.
- Verbal sponsorship recognition from podium at tailgates
- Tabling opportunity at tailgates
- Four tailgate packages per tailgate and two game tickets per away game

**Football Bowl Game Tailgate Sponsor** *

The Alumni Association hosts a UA Football bowl-game tailgate for alumni and fans during the postseason.

- Signage at event
- Logo placement on tailgate admission tickets and confirmation enclosure; on UAAA tailgate Web site; on e-mails that market the tailgates; and on tailgate admission sign.
- Verbal sponsorship recognition from podium at tailgate
- Tabling opportunity at tailgate
- Two tailgate packages including game tickets

* Contingent on Bowl Game invitation

**Men’s Basketball Postseason Pregame Event Sponsor** *

The Alumni Association hosts UA Basketball pep rallies for alumni and fans across the country during the postseason (Pac-10 Tournament and NCAA Tournament).

- Logo placement on pregame admission tickets, on the UAAA pregame Web site, and on marketing materials for each event
- Signage at event
- Opportunity to distribute marketing materials at event

* Contingent on NCAA selection. If Pac-10 Championship only — $4,000.

**Chapters and Clubs Leadership Conference Sponsor**

Representatives from the 40 UA alumni chapters and clubs return to Tucson for this leadership conference.

- Signage at event
- Opportunity to distribute marketing materials at conference
- Logo placement on conference agenda and e-mails, UAAA leadership online-resource guide and forms
- Opportunity to speak with and to network with UAAA leaders
- Invitation to the Friday-night dinner reception
- Verbal sponsorship recognition at conference
- Two tailgate packages and two seats in the UA President’s Skybox for the home football game that weekend
The Alumni Association membership program began in September 2005 and today includes nearly 8,000 dues-paying members. This is a great opportunity to connect with new and renewing members.

Please Note: You may create your own customized Alumni Membership sponsorship using packages or individual items listed below.

All Alumni Membership Sponsor packages include:
Logo placement in the membership section of Alumnus magazine for one year plus your selection of exposure opportunities described below.

Alumni Membership Presenting Sponsor
- Includes all of the exposure opportunities listed below.

Alumni Membership Calendar Sponsor
- Logo placement on cover
- Logo placement on each monthly page
- Full-page advertisement on back of calendar
- Mailed to approximately 8,000 alumni members

Alumni Member Profile Page Sponsor
- Logo placement on membership profile feature in Alumnus magazine print and online editions
The Alumni Association travel program, where exploration, education, and adventure are essential to every tour, takes hundreds of alumni travelers to destinations around the world. This is your opportunity to connect and market your brand, products, or services to UA alumni travelers.

Please Note: You may create your own customized Alumni Travel sponsorship using packages or individual items listed below.

All Alumni Travel Sponsorship packages include:
Logo placement in the travel section of Alumnus magazine for one year plus your selection of exposure opportunities described below.

Alumni Travel Presenting Sponsor
- Includes all of the exposure opportunities listed below

Travel Passport Catalog Sponsor
- Full-page recognition in annual travel catalog
- Logo placement on travel Web site
- Sponsorship acknowledgement in broadcast e-mails

Travel Preview Event Sponsor
- Logo placement on invitation and event program
- Signage at the event
- Verbal sponsorship recognition at event
- Space for promotional items day of event
- One room at the University Marriott Hotel for one evening before or after the event (based on availability)
The Alumni Association sends out monthly e-mail broadcasts to more than 100,000 alumni and weekly event updates to regional alumni e-mail addresses. This is your opportunity to connect and market your brand, products, or services to UA alumni who are active users of the Web page and who receive e-communications.

Web site hits: 5 million per year | Web site visits: 500,000 per year | E-mail addresses: 75,000 per month

Please Note: You may create your own customized Alumni E-communications sponsorship using packages or individual items listed below.

All Alumni E-communications Sponsorship packages include:
Logo placement in all monthly regular e-mail broadcasts to alumni.

---

**E-Communications Presenting Sponsor**
- Includes all of the exposure opportunities listed below.

**UAAA Web site Sponsor**
- Logo placement on the UAAA Web site homepage
- Link to sponsorship page on the UAAA Web site

**E-newsletter Sponsor**
- Monthly circulation is 75,000
- Logo position in 12 issues
- Link to sponsorship page on the UAAA Web site
For more information, please contact Fabian Cordova
800-232-8278  |  520-621-9025  |  fcordova@al.arizona.edu

The University of Arizona Alumni Association
Marvin D. “Swede” Johnson Building
1111 North Cherry Avenue
P.O. Box 21010
Tucson AZ 85721-0109

alumni@al.arizona.edu
www.ArizonaAlumni.com
A WILDCAT’S NATURAL HABITAT

UA Alumni are much more likely to have annual incomes above $150K.

Wildcats are likely to own their den
UA Alumni are more likely than the U.S. population as a whole to own their homes.

Wildcats like to see the world
UA Alumni are far more likely than the U.S. population as a whole to take foreign or domestic trips for leisure.

Wildcats like to invest
UA Alumni are significantly more likely than the U.S. population as a whole to own stocks, bonds or mutual funds.

Wildcats continue to expand their minds
UA Alumni are significantly more likely than the U.S. population as a whole to participate in various cultural activities like reading, the performing arts, museums and galleries.

Wildcats like nice rides
UA Alumni are more likely than the U.S. population as a whole to own foreign luxury or near-luxury automobile brands.
The UA Alumni Association delivers more than 220,000 college-educated, affluent prospects who are passionate about being a Wildcat!

Source: 2009/10 UA Alumni Survey

### Annual Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>UA Alumni</th>
<th>Overall U.S.</th>
<th>% Diff. Above U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75,000-$99,999</td>
<td>17.0%</td>
<td>12.5%</td>
<td>36%</td>
</tr>
<tr>
<td>$100,000-$149,999</td>
<td>22.6%</td>
<td>12.2%</td>
<td>85%</td>
</tr>
<tr>
<td>$150,000-$199,999</td>
<td>11.3%</td>
<td>4.3%</td>
<td>162%</td>
</tr>
<tr>
<td>$200,000 or above</td>
<td>13.5%</td>
<td>4.2%</td>
<td>221%</td>
</tr>
</tbody>
</table>

U.S. Source: 2008 Census

### Home Ownership Status

<table>
<thead>
<tr>
<th>Status</th>
<th>UA Alumni</th>
<th>Overall U.S.</th>
<th>% Diff. Above U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own Home</td>
<td>79.8%</td>
<td>67.1%</td>
<td>19%</td>
</tr>
</tbody>
</table>

U.S. Source: 2008 Census

### Have Stock Portfolio

<table>
<thead>
<tr>
<th>Portfolio</th>
<th>UA Alumni</th>
<th>Overall U.S.</th>
<th>% Diff. Above U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>79.8%</td>
<td>15.9%</td>
<td>402%</td>
</tr>
</tbody>
</table>

U.S. Source: MRI 2009 Doublebase

### Travel Habits

<table>
<thead>
<tr>
<th>Type</th>
<th>UA Alumni</th>
<th>Overall U.S.</th>
<th>% Diff. Above U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Travel</td>
<td>82.9%</td>
<td>22.2%</td>
<td>272%</td>
</tr>
<tr>
<td>Foreign Travel</td>
<td>54.2%</td>
<td>23.6%</td>
<td>131%</td>
</tr>
</tbody>
</table>

U.S. Source: MRI 2009 Doublebase

### Cultural Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>UA Alumni</th>
<th>Overall U.S.</th>
<th>% Diff. Above U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchased a book</td>
<td>84.9%</td>
<td>36.2%</td>
<td>134%</td>
</tr>
<tr>
<td>Visited a museum</td>
<td>71.2%</td>
<td>12.8%</td>
<td>456%</td>
</tr>
<tr>
<td>Attended a live theatre event</td>
<td>64.0%</td>
<td>13.3%</td>
<td>381%</td>
</tr>
<tr>
<td>Visited an art gallery</td>
<td>53.7%</td>
<td>8.5%</td>
<td>532%</td>
</tr>
</tbody>
</table>

U.S. Source: MRI 2009 Doublebase

### Automobile Ownership

<table>
<thead>
<tr>
<th>Brand</th>
<th>UA Alumni</th>
<th>Overall U.S.</th>
<th>% Diff. Above U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land Rover</td>
<td>1.0%</td>
<td>0.2%</td>
<td>400%</td>
</tr>
<tr>
<td>Lexus</td>
<td>6.1%</td>
<td>1.7%</td>
<td>259%</td>
</tr>
<tr>
<td>BMW</td>
<td>6.4%</td>
<td>1.9%</td>
<td>237%</td>
</tr>
<tr>
<td>Audi</td>
<td>1.9%</td>
<td>0.6%</td>
<td>217%</td>
</tr>
<tr>
<td>Mercedes</td>
<td>4.7%</td>
<td>1.5%</td>
<td>213%</td>
</tr>
<tr>
<td>Volvo</td>
<td>3.6%</td>
<td>1.2%</td>
<td>200%</td>
</tr>
<tr>
<td>Acura</td>
<td>4.4%</td>
<td>1.5%</td>
<td>193%</td>
</tr>
<tr>
<td>Infiniti</td>
<td>2.0%</td>
<td>0.8%</td>
<td>150%</td>
</tr>
<tr>
<td>Volkswagen</td>
<td>5.1%</td>
<td>2.5%</td>
<td>104%</td>
</tr>
<tr>
<td>Jaguar</td>
<td>0.6%</td>
<td>0.3%</td>
<td>100%</td>
</tr>
<tr>
<td>Saab</td>
<td>0.8%</td>
<td>0.4%</td>
<td>100%</td>
</tr>
<tr>
<td>Subaru</td>
<td>3.6%</td>
<td>1.8%</td>
<td>100%</td>
</tr>
<tr>
<td>Toyota</td>
<td>26.3%</td>
<td>13.7%</td>
<td>92%</td>
</tr>
<tr>
<td>Honda</td>
<td>19.5%</td>
<td>11.6%</td>
<td>68%</td>
</tr>
<tr>
<td>Hyundai</td>
<td>4.2%</td>
<td>2.5%</td>
<td>68%</td>
</tr>
<tr>
<td>Nissan</td>
<td>9.4%</td>
<td>7.0%</td>
<td>34%</td>
</tr>
<tr>
<td>Mazda</td>
<td>3.1%</td>
<td>2.8%</td>
<td>11%</td>
</tr>
</tbody>
</table>

U.S. Source: MRI 2009 Doublebase

UA Alumni are enthusiastic readers of *Alumnus* Magazine.

- The vast majority of UA Alumni (87%) look to *Alumnus* to keep informed about the university.
- The majority (54%) keep the magazine for one month or longer.
- Half (50%) spend at least half an hour reading *Alumnus*.

Source: 2009/10 UA Alumni Survey

For advertising opportunities in *Alumnus* magazine, please contact:

Fabian Cordova
fcordova@al.arizona.edu
800-232-8278 or 520-621-9025
www.ArizonaAlumni.com/Advertise
Ad Rates

2010 Circulation: 220,000 (Spring: 23,000; Fall: 185,000; Winter: 12,000)

Billing and Payment

Alumnus magazine accepts commercial advertising with payment due upon receipt of the advertiser's digital files.

University of Arizona Discounts

A 10 percent discount is available to UA colleges and departments, and a 5 percent discount is available to current dues-paying UA Alumni Association members.

2010 Rates (price is for one insertion in all three issues)

<table>
<thead>
<tr>
<th>Gross</th>
<th>cover II (inside front cover)</th>
<th>cover III (inside back cover)</th>
<th>cover IV (back cover)</th>
<th>centerfold</th>
<th>1 pg (full page)</th>
<th>2/3 pg</th>
<th>1/2 pg</th>
<th>1/3 pg</th>
<th>1/4 pg</th>
<th>1/6 pg</th>
<th>1/8 pg</th>
</tr>
</thead>
</table>

2010 Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Insertion Order Due</th>
<th>Digital Files Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>April 15</td>
<td>March 1</td>
<td>March 10</td>
</tr>
<tr>
<td>Fall</td>
<td>September 1</td>
<td>July 1</td>
<td>July 15</td>
</tr>
<tr>
<td>Winter</td>
<td>January 1</td>
<td>November 1</td>
<td>November 15</td>
</tr>
</tbody>
</table>

For additional information contact:

Fabian Cordova • 520-621-9025 • 800-232-8278 • fcordova@al.arizona.edu
2010 Fact Sheet

Alumnus Magazine Circulation
Spring — coop issue with UA Foundation (23,000)
Fall — all alumni (185,000)
Winter — members only (12,000)
Total 2010 Circulation: 220,000

Alumni Demographics

<table>
<thead>
<tr>
<th>Geography</th>
<th># of UA Alums</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona</td>
<td>119,045</td>
</tr>
<tr>
<td>California</td>
<td>36,382</td>
</tr>
<tr>
<td>West</td>
<td>24,096</td>
</tr>
<tr>
<td>Southwest</td>
<td>14,321</td>
</tr>
<tr>
<td>Midwest</td>
<td>17,348</td>
</tr>
<tr>
<td>South</td>
<td>17,836</td>
</tr>
<tr>
<td>Northeast</td>
<td>16,955</td>
</tr>
<tr>
<td>Other (International, U.S. Territories, etc.)</td>
<td>8,555</td>
</tr>
<tr>
<td>Total</td>
<td>254,529</td>
</tr>
</tbody>
</table>

Degrees

- UA Bachelor's: 69.6%
- UA Master's: 22.6%
- UA Doctorate: 7.8%

Gender

- Male: 52.3%
- Female: 47.7%

Age

- 34 and under: 21.5%
- 35-44: 20.7%
- 45-54: 22.9%
- 55-64: 21.0%
- 65-74: 8.7%
- 75 or over: 5.3%

Annual Household Income

- Less than $40,000: 11.6%
- $40,000 - $60,000: 19.0%
- $60,000 - $80,000: 15.5%
- More than $80,000: 53.9%

Alumni Highlights

More than 200,000 former students of the University of Arizona are living throughout the 50 states and in more than 150 countries. Many University of Arizona alumni live in Arizona, including 55,000 in the Tucson area and 30,000 in the Phoenix area.

Events and Attendance*

- Alumnus of the Year Awards Ceremony: 350
- Football Away-Game Tailgates (five): 2,000
- Bear Down Ball: 600
- Friday Night Homecoming Kick-Off Celebration: 600
- Homecoming: 70,000
- Evening of Excellence: 400

*figures are approximate

Among many notable UA alumni are:

- Joan Ganz Cooney, founder of the Children's Television Workshop and Sesame Street
- Robert A. Eckert, chairman of the board and chief executive officer of Mattel, Inc.
- Richard Russo, Pulitzer Prize winner for his novel Empire Falls
- Jeffrey Rein, president and chief operating officer of Walgreens Company
- Comedian Garry Shandling; actors Greg Kinnear and Craig T. Nelson
- Current and former NBA stars Sean Elliot, Steve Kerr, Jason Terry, Mike Bibby, Damon Stoudamire, Luke Walton, and Richard Jefferson; golfers Annika Sorenstam and Jim Furyk; and NFL stars Chris McAllister and Ted Bruschi
- The late Native American artist Fritz Scholder
- Mystery writer J. A. Jance
- Film and television producer Jerry Bruckheimer
- The late astronaut Richard Scobee and NASA astronauts Don Pettit and Thomas Jones
- Terry Lundgren, president, CEO and chair of Federated Department Stores
- Karl Eller, Advertising Hall of Fame member
- Richard Carmona, U.S. surgeon general
- Bernie Seery, deputy associate administrator for programs in NASA's Office of Biological and Physical Research
- Chris Lewicki, senior flight systems engineer at NASA's Jet Propulsion Laboratory
- UA alumni who have won Pulitzer Prizes include Richard Russo, Jack McElroy, Frank Sotomayor, Jose Galvez, Nancy Cleeland, and Virginia Escalante. Alumnus David Fitzsimmons has been nominated
2010 Advertising Specifications

Magazine trim size:
8.5” x 10.875” (all dimensions are in inches)

Digital requirements:
High-resolution CMYK digital PDF files ready for placement.

<table>
<thead>
<tr>
<th>Page size</th>
<th>width x height</th>
</tr>
</thead>
<tbody>
<tr>
<td>back cover — bleed</td>
<td>8.75 x 9.125</td>
</tr>
<tr>
<td>back cover — trim</td>
<td>8.5  x 9.0</td>
</tr>
<tr>
<td>back cover — no bleed</td>
<td>7.5  x 8.5</td>
</tr>
<tr>
<td>full page — bleed</td>
<td>8.75 x 11.125</td>
</tr>
<tr>
<td>full page — trim</td>
<td>8.5  x 10.875</td>
</tr>
<tr>
<td>full page — no bleed</td>
<td>7.5  x 10.0</td>
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<tr>
<td>2/3 horizontal — bleed</td>
<td>8.625 x 7.0</td>
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<td>2/3 horizontal — no bleed</td>
<td>7.5  x 6.375</td>
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<tr>
<td>2/3 vertical — bleed</td>
<td>5.5  x 11.125</td>
</tr>
<tr>
<td>2/3 vertical — no bleed</td>
<td>4.875 x 10.0</td>
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<tr>
<td>1/2 horizontal — bleed</td>
<td>8.625 x 5.5</td>
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<tr>
<td>1/2 horizontal — no bleed</td>
<td>7.5  x 4.875</td>
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<td>1/2 vertical — bleed</td>
<td>4.25  x 11.125</td>
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<tr>
<td>1/2 vertical — no bleed</td>
<td>3.625 x 10.0</td>
</tr>
<tr>
<td>1/2 island — bleed</td>
<td>5.5  x 8.125</td>
</tr>
<tr>
<td>1/2 island — no bleed</td>
<td>4.875 x 7.5</td>
</tr>
<tr>
<td>1/3 horizontal</td>
<td>7.5  x 3.375</td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>2.375 x 10.0</td>
</tr>
<tr>
<td>1/3 square</td>
<td>4.875 x 4.875</td>
</tr>
<tr>
<td>1/4</td>
<td>3.625 x 4.875</td>
</tr>
<tr>
<td>1/6</td>
<td>2.375 x 4.875</td>
</tr>
<tr>
<td>1/8</td>
<td>3.625 x 2.25</td>
</tr>
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</table>

2010 Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Insertion Order</th>
<th>Digital files</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>April 15</td>
<td>March 1</td>
<td>March 10</td>
</tr>
<tr>
<td>Fall</td>
<td>September 1</td>
<td>July 1</td>
<td>July 15</td>
</tr>
<tr>
<td>Winter</td>
<td>January 1</td>
<td>November 1</td>
<td>November 15</td>
</tr>
</tbody>
</table>

Contact
Fabian Cordova
520-621-9025
800-232-8278
fcordova@al.arizona.edu
2010 Insertion Order / Contract

Please mail or fax the completed insertion order to Fabian Cordova at the alumni office.

Includes one ad insertion in all three 2010 issues of Alumnus magazine.

Please complete a separate insertion order for each ad ordered.

Advertiser __________________________
Ad Agency __________________________
Name __________________________ Title __________________________
Address __________________________
City/State/Zip __________________________
Phone __________________________ Fax __________________________
E-mail Address __________________________

Ad size ordered __________________________
Position requested __________________________
Special Instructions __________________________
Total cost of ad $ __________________________

Payment for Advertising. Advertiser shall pay for the advertising purchased under this Agreement according to the terms indicated on the University of Arizona Alumni Association’s invoice and billing statement. If Advertiser fails to timely pay as provided for in the invoice and billing statement, the University of Arizona Alumni Association may reject Advertiser’s copy (including digital files), and/or immediately cancel this agreement. Advertiser then agrees to indemnify the University of Arizona Alumni Association for all advertising preparation expenses, and pay all costs incurred in connection with amounts payable under this Agreement, including court costs and attorney fees.

AdVERTISEMENTS are accepted upon the representation that the advertiser and/or its agency have the right to publish contents thereof. In consideration of such publication, the advertiser and its agency agree to indemnify and hold the Publisher harmless against any expense or loss by reason of any claims arising out of publication.

All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time.

Positioning of advertisements is at the discretion of the Publisher except where a request for a specific preferred position is acknowledged by the Publisher in writing.

Advertisements not received by our production department by the digital file due date will not be entitled to the privilege of OK or revision by the advertiser or its agency.

Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date.

Conditions other than rates are subject to change by the Publisher without notice.

All ad copy materials, including digital media and the like, which are the property of the advertiser, shall be claimed and removed by the advertiser no later than 30 days following the date of last ad publication. Unclaimed materials shall thereafter become the property of the Publisher and may be retained or destroyed at its sole discretion. Original digital media, photographs, negatives, transparencies, and artwork shall be provided by the advertiser at its sole and complete risk, and the Publisher shall not be responsible for any such provided material that may become lost, damaged, or destroyed while in its possession. The advertiser is advised to retain original copies or duplicates of any such material for safekeeping.

Alumnus magazine exercises reasonable care and diligence to prevent an error or omission in each advertisement. Alumnus requests digital files for all advertisements. Film negatives and camera-ready art are accepted at an additional production charge. Other than as expressly set forth herein, Alumnus magazine extends no warranties or assurances with respect to any ad placed and shall not be liable for any incidental or consequential damages with respect to any advertiser or other third party claim. Advertiser’s sole remedy in the event of any failure of any kind on the part of Alumnus shall be limited to a refund or credit with respect to the cost of the first ad insertion, limited to the cost of that portion of the ad wherein the error occurred.

No conditions other than those set forth in this document shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. The Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this insertion order.

☐ I agree to the Terms and Conditions printed above.

Signed (Advertiser) __________________________ Date __________________________
Signed (Alumnus) __________________________ Date __________________________