

Arches

MOUNT MARY UNIVERSITY

Arches (archesnews.com)
Mount Mary University
2900 N. Menomonee River Pkwy.
Milwaukee, WI 53222
mmu-arches@mtmary.edu
414-930-3027

2017-2018 Academic Year Advertising Order Form

To secure advertising in an upcoming issue of Arches, complete the following information:

ADVERTISER INFORMATION

Name of business: _____ Contact person/purchaser: _____

Address: _____

Phone: _____ E-mail address of contact person: _____

Print Magazine Ad Selection (check):

<input type="checkbox"/>	1/8 Page Horizontal Ad: 3.6667" w x 2.1667" h	<input type="checkbox"/>	1/2 Page Horizontal Ad: 7.5" w x 4.5834" h
<input type="checkbox"/>	1/4 Page Vertical Ad: 3.6667" w x 4.5834" h	<input type="checkbox"/>	1/2 Page Vertical Ad: 3.6667" w x 9.3334" h
<input type="checkbox"/>	1/3 Page Horizontal Ad: 7.5" w x 3.0019" h	<input type="checkbox"/>	Full Page Ad (No Bleed): 7.5" w x 9.3334" h
<input type="checkbox"/>	1/3 Page Vertical Ad: 2.3889" w x 9.3334" h		

Issue(s) that ad or insert is to run in (check all that apply):

Issue	Ad Copy Deadline	Issue	Ad Copy Deadline
<input type="checkbox"/> Fall 2017	Oct. 6 (publishes Oct. 25)	<input type="checkbox"/> Winter 2018	Feb. 16 (publishes March 14)
<input type="checkbox"/> reMARK - Winter 2017	Nov. 17 (publishes Dec. 6)	<input type="checkbox"/> Spring 2018	April 21 (publishes May 9)

Sponsored Post Ad Selection (check):

<input type="checkbox"/>	Sponsored company profile on Archesnews.com - to run for duration of academic year (Sept. - May)
<input type="checkbox"/>	Sponsored Facebook post - reposted minimum of 4 times to Arches Facebook page

BILLING

Total price of advertisement: \$ _____

_____ Payment submitted by check with order form (make checks payable to ARCHES c/o Mount Mary University).

_____ Payment by credit card (credit card payment form will be provided to you).

_____ Please send invoice.*

*All payments due prior to publish date, unless other arrangements are made. Late payments may be assessed a 15% penalty fee.

Signature of purchaser

Date of purchase

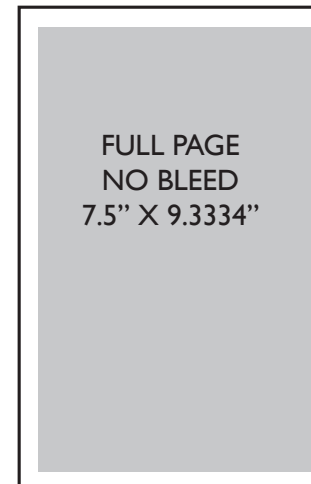
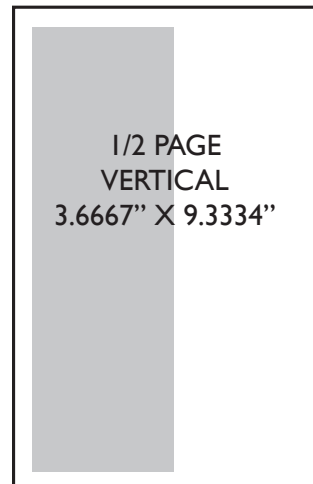
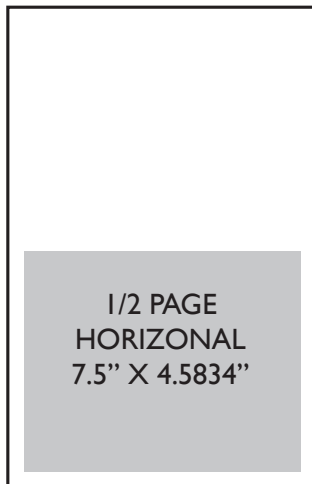
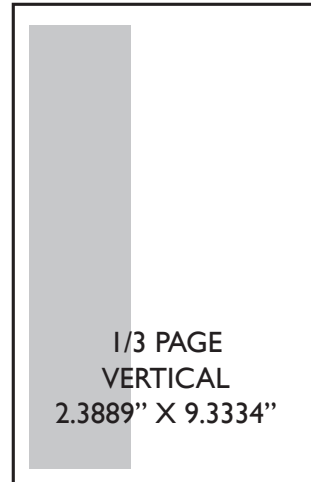
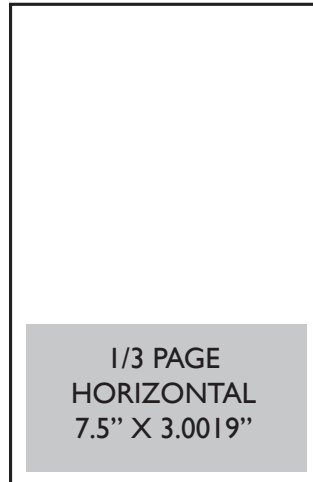
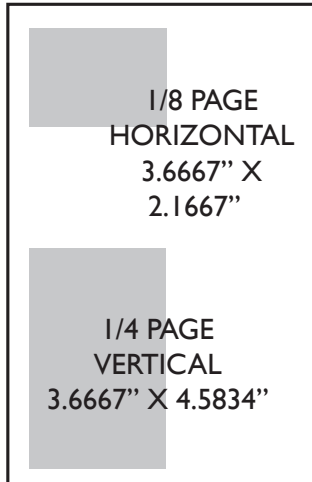
Please mail signed contract to: ARCHES, Mount Mary University, 2900 N. Menomonee River Parkway, Milwaukee, WI 53222

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PRINT AD SIZES



Final ads submitted must be one of the sizes specified on this page in one of these file formats: PDF (saved for high quality print), JPEG, TIFF, EPS (PDFs are preferred). Resolution must be 300 d.p.i. at actual size or greater. Color is printed in CMYK. Arches is not responsible for the final display of any ad from an outside designer not fitting the specifications. Should an ad be submitted at an incorrect size, Arches reserves the right to alter the ad to fit, if possible. Arches reserves the right to refuse an ad due to poor image quality, incorrect size or file format, or offensive content.

SIZE REFERENCE

Print Magazine Ad Sizes:

1/8 Page Horizontal Ad: 3.6667" w x 2.1667" h	
1/4 Page Vertical Ad: 3.6667" w x 4.5834" h	1/2 Page Horizontal Ad: 7.5" w x 4.5834" h
1/3 Page Horizontal Ad: 7.5" w x 3.0019" h	1/2 Page Vertical Ad: 3.6667" w x 9.3334" h
1/3 Page Vertical Ad: 2.3889" w x 9.3334" h	Full Page Ad (No Bleed): 7.5" w x 9.3334" h

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PRINT AD SIZES & COST

1/8 Page Horizontal Ad: 3.6667" w x 2.1667" h

\$75 - One Issue*
\$250 - All 4 issues*

1/4 Page Vertical Ad: 3.6667" w x 4.5384" h

\$150 - One Issue*
\$500 - All 4 issues*

1/3 Page (Horizontal or Vertical) Ad: 7.5" w x 3.0019" h (horiz)
or 2.3889" w x 9.3334" h (vertical)

\$225 - One Issue*
\$750 - All 4 issues*

1/2 Page (Horizontal or Vertical) Ad: 7.5" w x 4.5834" h (horiz)
or 3.6667" w x 9.3334" h (vertical)

\$300 - One Issue*
\$1,000 - All 4 issues*

Full Page Ad - No Bleed: 7.5" w x 9.3334" h

\$600 - One Issue*
\$2,000 - All 4 issues*

Ads are in FULL COLOR for no extra charge.

Ad creation services are provided at a rate of \$30 per hour,
minimum 1 hour.

Minor alterations are charged at a rate of \$15 per hour,
minimum 1 hour.

*Affiliates of Mount Mary University, alumnae, and non-profits
receive a 30% discount on print magazine ad costs only (not on
design services).

Please note: Arches cannot guarantee placement on any particular page, but we will do our best to honor requests. We do not place ads on the front page or editorial page. Please contact your ad rep for cost information, production fees and accepted file formats.

ONLINE AD COST

Sponsored Story (Business Profile, Product Feature, etc.) on Archesnews.com, 400 words max: **\$300**
Story runs the duration of academic year

Sponsored Facebook post:
\$100 (will be re-posted on Arches Facebook page a minimum of 4 times)

\$100 SPECIAL PRINT INSERT RATE!

Provide 1,000 copies of a pre-printed advertisement insert (coupon, menu, flyer, etc.) and Arches will insert it into any issue for only **\$100 per issue**. Discounts do not apply.

Size: 8.5" w x 11" h max.

Arches reserves the right to refuse inserts that contain content that might be deemed offensive.

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Mount Mary University Demographic Information

Description: Four-year, private, accredited nonprofit women's university (graduate programs are open to men)

Location: 80-acre suburban campus on the northwest side of Milwaukee

Year Founded: 1913

Sponsorship: School Sisters of Notre Dame

Accreditation: The Higher Learning Commission

Academics: More than 30 undergraduate majors and 8 undergraduate programs

Class Size: 12 to 20 students

Faculty to Student Ratio: 1:13

Enrollment: 1,404

Undergraduate: 807

Graduate: 597

Mission

Mount Mary University, an urban Catholic university for women, sponsored by the School Sisters of Notre Dame, provides an environment for the development of the whole person. The University encourages leadership, integrity, and a deep sense of social justice arising from a sensitivity to moral values and Christian principles.

Mount Mary commits itself to excellence in teaching and learning with an emphasis on thinking critically and creatively. The baccalaureate curriculum integrates the liberal arts with career preparation for women of diverse ages and personal circumstances; the programs at the graduate level provide opportunities for both men and women to enhance their professional excellence.

Vision

Mount Mary University is recognized as a diverse learning community that works in partnership with local, national and global organizations to education women to transform the world.

Values

A Mount Mary University education reflects a core group of values and is distinguished by the following characteristics: competence, community, compassion and commitment.