

# ADVERTISE IN MARSHALL MAGAZINE



## Distribution

Marshall Magazine is mailed to the university's alumni three times each year. More than 15,000 copies are printed for each edition. Based on an average pass-along rate of three readers per issue, the magazine has a total readership of 45,000. Marshall Magazine is the official alumni magazine of Marshall University.

**58\***

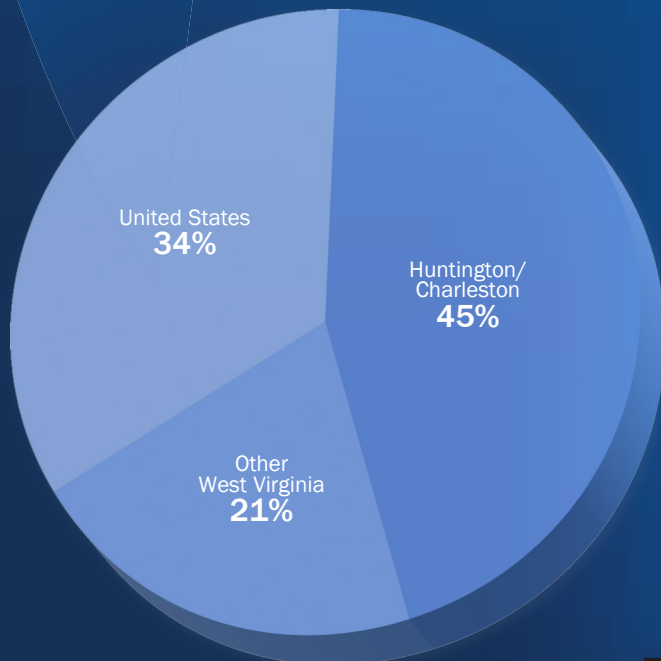
Average age of readers

**\$117,418\***

Average household income of readers

\*Peachtree Data, 2020

**15,000 Copies Mailed**



## Sample Sizes & Dimensions

Full Page with bleed.....	8¾" x 11½"
Full Page .....	7½" x 9¾"
1/2 Page .....	7¼" x 4¾"
1/3 Page Square .....	4¾" x 4¾"
1/3 Page Vertical.....	2¼" x 9¾"
1/6 Page Vertical.....	2¼" x 4¾"
1/6 Page Horizontal .....	4¾" x 2¼"

## Rates

Cover Rates:	Covers 2 & 3:	\$2450
	Cover 4:	\$2850
Color Ad Rates:	Full Page	\$1950
	1/2 Page	\$1300
	1/3 Page	\$1105
	1/6 Page	\$725

## Discounts

Advertisers can sign a two-issue contract and receive a 5% discount, or a three-issue contract and receive a 10% discount. Ad agencies receive a 15% discount. Charities or 501(c)(3) organizations receive a 30% discount.

## Requirements

All ads not created by HQ Publishing must be submitted digitally. PDF is the preferred file format. Images must be at least 300ppi to ensure best production quality.

**PLEASE NOTE:** HQ Publishing is not responsible for any inaccuracy in printing as the result of erroneous electronic files provided by third party creatives.



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