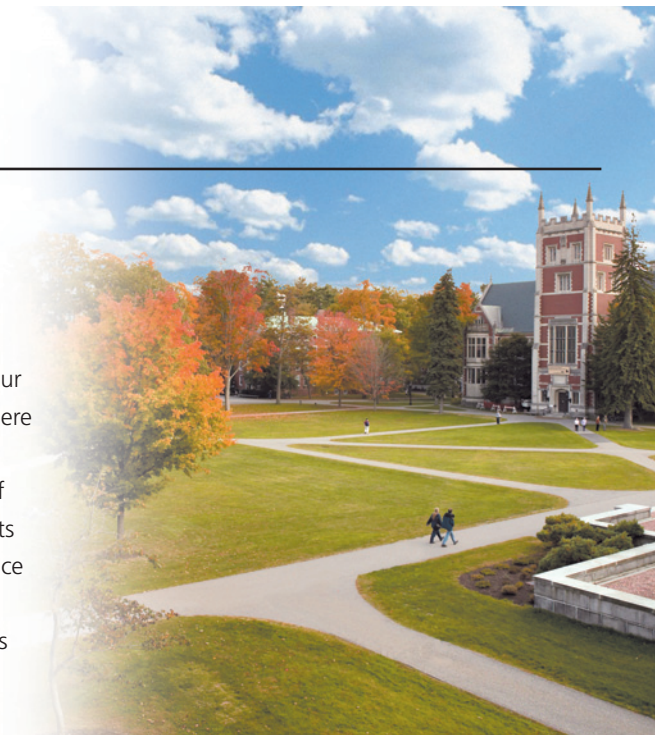


BOWDOIN

THE BOWDOIN EXPERIENCE

Welcome to *Bowdoin*, the alumni magazine of Bowdoin College. We are proud of the extraordinary loyalty of our alumni to *Bowdoin*, and to their magazine. Far from mere college spirit, this remarkable allegiance is born of a close-knit community fostered in the hardy landscape and unique character of the State of Maine at one of the nation's most prestigious liberal arts colleges. Three times a year, *Bowdoin* reaches a nation-wide audience of intelligent, prosperous, and adventuresome readers who are profoundly interested in what is happening on the Bowdoin campus and within the Bowdoin and educational community at large.

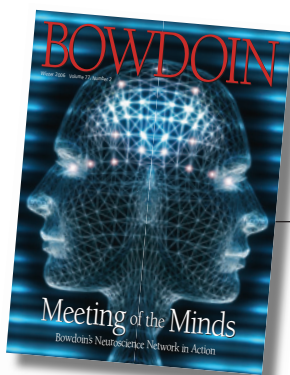


CONTENT

CLASS NEWS: where alumni turn first
Advertisements in *Bowdoin* appear in the Class News section of the magazine, the pages that most alumni tell us they turn to first. Class News and alumni profiles comprise the most popular subject matter in *Bowdoin*.

FEATURES: in-depth articles
Each *Bowdoin* issue contains three or four full-length feature stories that immerse readers in the Bowdoin experience. Spotlighting the wide range of remarkable Bowdoin students, alumni, faculty, and staff, these in-depth articles also intellectually examine subject matter relevant to the Bowdoin community on- and off-campus.

DEPARTMENTS: more than campus news
Our departments offer more than campus news briefs, including original literature by award-winning alumni and faculty writers, book and cd reviews, quirky pieces on offbeat endeavors, and additional profiles of intriguing Bowdoinites.



Bowdoin is distributed to more than 26,000 readers, some 68 percent of whom are Bowdoin graduates. The rest are donors, friends, parents, and members of the campus community. The figures presented here are based on information provided by the Bowdoin Alumni Relations Office, July 2006.

GENDER

Bowdoin became coeducational in 1970.

69% Male
31% Female

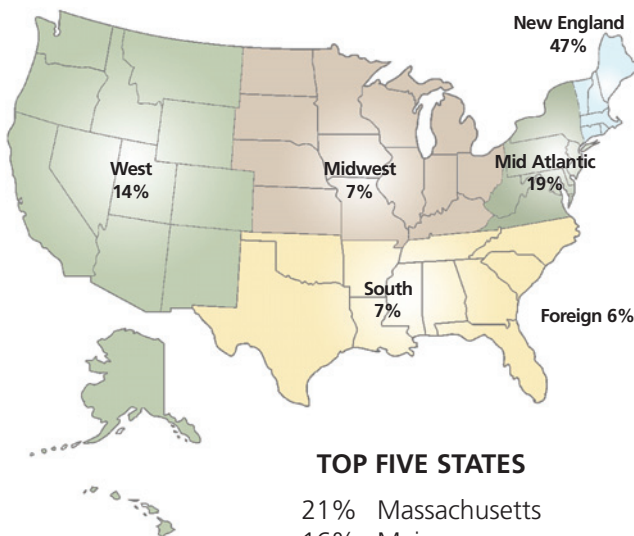
FAMILY

While the majority of alumni are male, over 62% of alumni are married.

FAMILY TIES

Bowdoin loyalty is more than skin deep.
35% of alumni have at least one other alumni family member

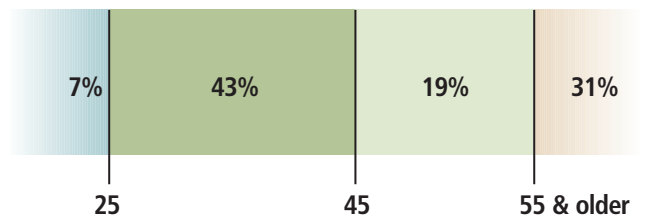
GEOGRAPHIC DISTRIBUTION



TOP FIVE STATES

21% Massachusetts
16% Maine
9% New York
7% California
5% Connecticut

AGE OF READERS



EDUCATION

***Bowdoin* serves a well educated, discerning readership.**

52% have an advanced degree
(64% of those who majored in a science while at Bowdoin)
26% have a master's degree
22% have a Ph.D., MD, JD, or other doctorate

EMPLOYMENT

Bowdoin graduates are savvy consumers who possess the wherewithal to purchase.

24% business
12% education
10% financial
9% medicine/health care
8% law

Black and white		Four Color	
Full Page	\$ 625	Full Page	\$ 1,500
2/3 Page	500	2/3 Page	1,125
1/2 Page	375	1/2 Page	810
1/3 Page	275	1/3 Page	560
1/6 Page	150	1/6 Page	300
1/12 Page	100	1/12 Page	190
Back Cover – four color		Front/Back Inside Cover	
2/3 Page	1,200	Full Page	1,800

Frequency discount: 15% for 3 issue commitment, if paid in full. Additional 10% discount for alumni.

PLEASE NOTE: Payment must accompany advertisement submission.



MECHANICAL REQUIREMENTS

	Horizontal (width x depth)	Vertical (width x depth)
Full Page		7-1/4" x 9-5/8" (no bleed)
Full Page		8-1/8" x 10-7/8" (1/8" bleed)
2/3 Page		4-5/8" x 9-1/8"
1/2 Page	7" x 4-1/2"	4-5/8" x 6-13/16"
1/3 Page	4-5/8" x 4-1/2"	2-1/4" x 9 1/8"
1/6 Page	4-5/8" x 2-3/16"	2-1/4" x 4-1/2"
1/12 Page		2-1/4" x 2-3/16"

Published three times a year, *Bowdoin* delivers in October, February, and May

Issue	Reservation	Materials	Mailing
Vol. 1	September 1	September 15	mid-October
Vol. 2	January 1	January 15	mid-February
Vol. 3	April 1	April 15	mid-May

COPY REGULATIONS

The editor requests that advertisers provide camera-ready copy. If design services are required please call for a cost estimate.

Contents of all advertisements are subject to *Bowdoin* magazine editor's approval. The editor reserves the right to decline advertising that is deemed inappropriate and reserves the right to insert the word *advertisement* above or below any copy. Advertising will be reviewed for graphic and mechanical quality before it is accepted for publication.

Advertisements are placed in the Class News section of *Bowdoin*, the most widely read portion of the magazine. Positioning of ads within Class News is at the discretion of the editor, though requests are considered on a first come, first served basis.

Payment must be received for advertisements at the same time that copy is received.

Publisher shall have no liability for errors in ads produced or approved by the advertiser.

Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.

Cancellations will not be accepted after ad space deadline and none may be considered executed unless acknowledged by the publisher.



Office of Bowdoin Magazine • 4104 College Station • Brunswick, Maine 04011
 Tel 207.725.3133 • Fax 207.725.3003 • E-mail magazineads@bowdoin.edu

Company/Advertiser		Representative
Street Address		City, State, Zip
Phone	Fax	E-mail Address

We (advertiser) agree to purchase advertising in *Bowdoin magazine*, published by Bowdoin College, on the following terms and conditions:

ISSUE	ADVERTISEMENTS DESIRED			COST
	Size	Requested Placement	Rate	Issue Cost
Vol. 1 Fall				
Vol. 2 Winter				
Vol. 3 Spring/Summer				
				Total Cost
				Amount Enclosed

AGREEMENT

Submission of Materials. Advertiser agrees to supply to publisher all elements of the advertising to be published, including properly formatted files and proofs by the "Copy" deadline indicated on the *Bowdoin* magazine advertisement specifications card, incorporated herein by reference. Advertiser understands and agrees that any changes necessary to prepare or modify the advertisement to conform to the size or production specifications listed will be added as additional charges to the advertiser.

Cancellations. No cancellations are allowed after the "Space Reservation" deadline indicated on the *Bowdoin* magazine deadline and copy regulations card.

Publisher's Discretion. Publisher reserves the right to place the word *ADVERTISEMENT* on any material the publisher believes to resemble or to be confusingly similar to the publication's editorial or article format. Advertisers are permitted to advertise in the magazine at the publisher's discretion; the publisher reserves the right to refuse or cancel any advertising for any reason at any time.

Placement. Advertisements appear within the Class News section of *Bowdoin* magazine, and placement with Class News is at the publisher's discretion, though requests are considered on a first come, first served basis.

Errors. Publisher accepts no responsibility for any errors in advertisements prepared or approved by the advertiser. Any substantial errors that are the fault of the publisher will be subject to a reduction or reimbursement of the amounts paid by the advertiser, but in no case will any claim arising from any error exceed the amount paid for the advertisement by the advertiser. Publisher shall not be liable for any consequential damages

of any kind if for some reason the magazine does not publish an advertisement or the advertisement is published incorrectly.

Indemnity. Advertiser's materials are accepted and published upon the representation that the advertiser has the right to authorize publication of all contents of the advertisement and the representations made therein do not infringe or damage any third party. Advertiser agrees to indemnify and hold harmless the publisher from any and all claims and resulting damages, loss, and expense (including attorneys fees) arising out of the publication of the advertiser's material. These claims include, but are not limited to, claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement.

Frequency Discounts. Frequency discounts are based on the number of advertisements placed in the magazine with a publication year. Advertiser agrees that if the number of advertisements drops below the number required for the frequency discount, the publisher will adjust the rate of any remaining advertisements to reflect the higher advertising rate (as specified on the *Bowdoin* magazine rate card) and will bill the advertiser for the difference between the amount paid and the full rate for the number of advertisements previously run.

Payment Terms. Advertiser must pay in advance. Payment must be received by the "Space Reservation" deadline.

Scope of Agreement. These terms and conditions are the complete understanding between the parties concerning all matters contained herein, and any prior statements or representations are superseded by this agreement.

 Bowdoin College
 Office of *Bowdoin* Magazine

date

 Advertiser

date



1/2 page horizontal
7" W x 4 1/2" H
(7" x 4.5")

1/12 page
2 1/4" W x 2 3/16" H
(2.25" x 2.1875")

1/6 page horizontal
4 5/8" W x 2 3/16" H
(4.625" x 2.1875")

1/3 page horizontal
4 5/8" W x 4 1/2" H
(4.625" x 4.5")

1/6 page vertical
2 1/4" W x 4 1/2" H
(2.25" x 4.5")

1/2 page vertical
4 5/8" W x 6 13/16" H
(4.625" x 6.8125")

1/3 page vertical
2 1/4" W x 9 1/8" H
(2.25" x 9.125")

2/3 page
4 5/8" W x 9 1/8" H
(4.625" x 9.125")

full page with bleed
Bowdoin trim size: 8 1/8" W x 10 7/8" H with 1/8" bleed
(8.125" x 10.875" with .125" bleed)

full page with no bleed
7 1/4" W x 9 5/8" H
(7.25" x 9.625")