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. Four 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 24,000 readers, some 74 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 2003, unless otherwise noted.

**EDUCATION**
Bowdoin serves a well educated, discerning readership.
- 49% have an advanced degree
- 29% have a master’s degree
- 23% have a Ph.D., M.D., J.D., or other doctorate
  *Totals add to more than 100% because of multiple responses

**EMPLOYMENT**
Bowdoin graduates are savvy consumers who possess the wherewithal to purchase.
- 19% business
- 13% education
- 12% financial
- 10% medicine/health care
- 9% law

**GENDER**
Bowdoin became coeducational in 1970.
- 71.5% Male
- 28.5% Female

**FAMILY**
While the majority of alumni are male, over 55% of alumni are married.

**AGE OF READERS**

<table>
<thead>
<tr>
<th>Ages</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-25</td>
<td>8%</td>
</tr>
<tr>
<td>25-45</td>
<td>45%</td>
</tr>
<tr>
<td>45-55</td>
<td>17%</td>
</tr>
<tr>
<td>55 &amp; older</td>
<td>30%</td>
</tr>
</tbody>
</table>

**FAMILY TIES**
Bowdoin loyalty is more than skin deep.
32% of alumni have at least one other alumni family member

**HOME AGAIN, HOME AGAIN**
Nearly half (44%) of all alumni have returned to Maine for a class reunion in the past several years.
(57% between classes 1960-1969 and 55% for Maine, Massachusetts, and Connecticut alumni)
  *Based on a 2000 alumni survey.

**ALUMNI STAY CONNECTED**
82% of alumni are registered members of a state or regional Bowdoin Alumni Club.

**GEOGRAPHIC DISTRIBUTION**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>47%</td>
</tr>
<tr>
<td>West</td>
<td>14%</td>
</tr>
<tr>
<td>Midwest</td>
<td>7%</td>
</tr>
<tr>
<td>Mid Atlantic</td>
<td>21%</td>
</tr>
<tr>
<td>South</td>
<td>8%</td>
</tr>
<tr>
<td>Foreign</td>
<td>3%</td>
</tr>
</tbody>
</table>

**TOP FIVE STATES**
- 21% Massachusetts
- 16% Maine
- 9% New York
- 7% California
- 5% Connecticut
Black and white  |  Four Color
--- | ---
Full Page $ 500 | Full Page $ 1200
2/3 Page $ 400 | 2/3 Page $ 900
1/2 Page $ 300 | 1/2 Page $ 650
1/3 Page $ 220 | 1/3 Page $ 450
1/6 Page $ 120 | 1/6 Page $ 240
1/12 Page $ 75 | 1/12 Page $ 150
Back Cover - four color  |  Front/Back Inside Cover
2/3 Page $1200 | Full Page $1800

Frequency discount: 10% for 3 issue commitment
PLEASE NOTE: Payment must accompany advertisement submission.

MECHANICAL REQUIREMENTS

<table>
<thead>
<tr>
<th>Horizontal</th>
<th>Vertical</th>
</tr>
</thead>
<tbody>
<tr>
<td>(width x depth)</td>
<td>(width x depth)</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-1/4&quot; x 9-5/8&quot; (no bleed)</td>
</tr>
<tr>
<td>Full Page</td>
<td>8-1/8&quot; x 10-7/8&quot; (1/8&quot; bleed)</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4-5/8&quot; x 9-1/8&quot;</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7&quot; x 4-1/2&quot;</td>
</tr>
<tr>
<td>4-5/8&quot; x 6-13/16&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 Page</td>
<td>4-5/8&quot; x 4-1/2&quot;</td>
</tr>
<tr>
<td>2-1/4&quot; x 9 1/8&quot;</td>
<td></td>
</tr>
<tr>
<td>1/6 Page</td>
<td>4-5/8&quot; x 2-3/16&quot;</td>
</tr>
<tr>
<td>2-1/4&quot; x 4-1/2&quot;</td>
<td></td>
</tr>
<tr>
<td>1/12 Page</td>
<td>2-1/4&quot; x 2-3/16&quot;</td>
</tr>
</tbody>
</table>
Published quarterly, Bowdoin delivers in October, February, May, and August

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservations</th>
<th>Materials</th>
<th>Mailing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>August 13</td>
<td>August 23</td>
<td>October 15</td>
</tr>
<tr>
<td>Winter</td>
<td>December 13</td>
<td>December 20</td>
<td>February 15</td>
</tr>
<tr>
<td>Spring</td>
<td>March 5</td>
<td>March 12</td>
<td>May 1</td>
</tr>
<tr>
<td>Summer*</td>
<td>June 4</td>
<td>June 11</td>
<td>August 1</td>
</tr>
</tbody>
</table>

*there will be no Summer ’04 issue

**COPY REGULATIONS**

The editor requests that advertisers provide camera-ready copy. If design or typesetting 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.
DIGITAL FILES (preferred format)

Software  
Macintosh platform, in order of preference:  
Press quality PDF/X (specific Distiller job options available upon request)  
QuarkXPress (4.1-6.0)  
Freehand 10.0 or Illustrator 5.5  
Photoshop 7.0

Images  
CMYK and Grayscale images: TIF or EPS at 300 dpi (do not use JPEG, GIF, or BMP).  
Line art: TIF at 1200 dpi.  
EPS files: Freehand or Illustrator files, convert type to paths. Embed images into file or include the images with EPS.

Fonts  
Use Postscript Type I fonts only. Do not use TrueType fonts.  
Include screen and printer fonts for all type appearing in layout and EPS artwork. Include a list of all fonts used.

Proofs  
Provide a laser proof with ad. Include trim marks and separations. For color ads, a Matchprint, Kodak, or Iris proof is highly recommended for color accuracy. We cannot be responsible for color if a proof is not supplied (inkjet or color laser proofs are not acceptable).

Media  
Zip, 100MB; CD; Jaz, 2GB; Floppy

FILM (alternate format, when digital is not available - additional cost)

Film  
Right-reading, emulsion down - 150 line; separate for process (CMYK)

Proof  
Matchprint, Kodak or Iris proof for matching color on press.

DESIGN SERVICES are offered at a minimum of $175 for ads 2/3-page or smaller. Contact Jim Lucas at Pennisi & Company for a specific estimate:  
jim@pennisiandcompany.com, 207.781.7345

Materials  
Photographs (prints) or artwork should not exceed 8 1/2” x 11”. 35 mm slides or other transparencies are acceptable, negatives are not. Supplied text may be submitted in Microsoft Word or hard copy form.
$^{1/2}$ page horizontal

$7" \times 4^{1/2}" \ H$

$(7" \times 4.5")$

$^{1/3}$ page horizontal

$4^{5/8}" \times 4^{1/2}" \ H$

$(4.625" \times 4.5")$

$^{1/6}$ page vertical

$2^{1/4}" \times 4^{1/2}" \ H$

$(2.25" \times 4.5")$
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")
<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/12 page</td>
<td>2 3/4&quot; W x 2 3/16&quot; H (2.25&quot; x 2.1875&quot;)</td>
</tr>
<tr>
<td>1/6 page horizontal</td>
<td>4 5/8&quot; W x 6 13/16&quot; H (4.625&quot; x 6.8125&quot;)</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>4 5/8&quot; W x 6 13/16&quot; H (4.625&quot; x 6.8125&quot;)</td>
</tr>
</tbody>
</table>
**full page with bleed**

Bowdoin trim size: $8 \frac{1}{8}'' \times 10 \frac{7}{8}''$ with $\frac{7}{8}''$ bleed

($8.125'' \times 10.875''$ with $0.125''$ bleed)

**full page with no bleed**

$7 \frac{3}{4}'' \times 9 \frac{5}{8}''$

($7.25'' \times 9.625''$)
The above Distiller job options are for creating a PDF/X file.

DDAP (Digital Distribution of Advertising for Publications) Association is a nationwide group of graphic arts professionals dedicated to promoting “Universal Exchange of Advertising through Open Process Integration and Accredited Standards.”

Please go to www.ddap.com or www.pdfx.com for more information on creating a PDF/X file.
2/3 page – back cover – without bleed
7.125" x 6"

2/3 page – back cover – with bleed
8.25" x 6.625" (including .125" bleed on two sides)

Bowdoin trim size: 8 1/8" W x 10 7/8" H with 1/8" bleed
We (advertiser) agree to purchase advertising in Bowdoin magazine, published by Bowdoin College, on the following terms and conditions:

### ISSUE ADVERTISEMENTS DESIRED COST

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>ADVERTISEMENTS DESIRED</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Size</td>
<td>Requested Placement</td>
</tr>
<tr>
<td>Spring (May) ’04</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall (October) ’04*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winter (February) ’05</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring (May) ’05</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*no Summer ’04 issue</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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  

Advertiser  

Date