

# USC TROJAN FAMILY MAGAZINE

## ADVERTISING RATES, FY 20-21

### PRINT MAGAZINE ADS FROM EXTERNAL ENTITIES

Rates indicate cost for each ad with a single (1x) or multiple (2x) ad buy.\*

	1x	2x
<b>Full page</b>	\$9,000	\$8,700
<b>Spread (per page)</b>	\$8,600	\$8,300
<b>1/2 page</b>	\$5,000	\$4,700
<b>1/3 page</b>	\$4,500	\$4,200
<b>Cover 4 (back cover)</b>	\$11,500	\$11,000

- **Circulation** (autumn 2020, actual): 299,000 University of Southern California alumni, parents of current undergraduates and donors/supporters in U.S.

### PRINT MAGAZINE ADS FROM INTERNAL ENTITIES (WITHIN USC)

Rates indicate cost for each ad with a single (1x) or multiple (2x) ad buy.\*

	1x	2x
<b>Full page</b>	\$8,100	\$7,830
<b>Spread (per page)</b>	\$7,740	\$7,470
<b>1/2 page</b>	\$4,500	\$4,230
<b>1/3 page</b>	\$4,050	\$3,780
<b>Cover 4 (back cover)</b>	\$10,350	\$9,900

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## E-BLAST ADS FROM EXTERNAL ENTITIES

Rates indicate cost for each ad with a single (1x) or multiple (2x-12x) ad buy.\*

1x	2x	3x	4x	5x	6x	7x	8x	9x	10x	11x	12x
\$7,800	\$7,600	\$7,300	\$7,100	\$6,900	\$6,500	\$6,300	\$6,100	\$5,800	\$5,600	\$5,400	\$5,000

- Pricing is the same for all ad dimensions.
- Newsletter is published monthly via email.
- Mailing list size: 326,000+ alumni and parents of undergraduates, both in U.S. and abroad

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\$7,000	\$6,800	\$6,500	\$6,300	\$6,100	\$5,700	\$5,500	\$5,300	\$5,000	\$4,800	\$4,600	\$4,200

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- Newsletter is published monthly via email.
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\*Pricing applies to ads purchased within the same fiscal year (July 1 – June 30)