

**A**lcalde is the official alumni magazine for The University of Texas at Austin. Founded in 1913 the magazine covers the history, issues and personalities surrounding the University of Texas and its alumni. Its subscribers are comprised of over 106,000 members of The Texas Exes Association and has an estimated readership of more than 208,000. The subscribers are loyal and responsive with strong ties to Texas and the University. Advertising in *Alcalde* offers an opportunity to connect with more than 200,000 affluent friends and alumni of The University of Texas.

Published bi-monthly, *Alcalde* offers an outstanding opportunity to consistently get your message in front of engaged and active alumni. The average subscriber household income is \$153,660 with an average net worth over \$1,000,000. 65% of our subscribers took action as a result of reading *Alcalde*.

## What does the name *Alcalde* mean?

### "all-call-day"

When Texas was ruled by Mexico, the chief magistrates in the towns were known as *alcaldes*. This magazine, established in 1913 was named for Governor Oran Roberts, who signed the University into existence. His nickname was "The Old Alcalde".



READERSHIP  
**55% / 45%**  
male/female

HOUSEHOLD INCOME:  
**\$153,660**

NET WORTH:  
**\$1,042,100**

**65%**  
Own their home

**65%**  
Have taken action as  
a result of reading  
*Alcalde*

**35**  
MINUTES  
Average time spent with  
a typical issue of *Alcalde*

Source: 2012 Alcalde Reader Survey

## ADVERTISING RATES

	1X	3X	6X
<b>FOUR COLOR</b>			
Full page	3,770	3,405	3,220
2/3 page	3,030	2,720	2,680
1/2 page	2,275	2,000	1,940
1/3 page	1,660	1,480	1,415
<b>BLACK &amp; WHITE</b>			
1/6 page	695	630	600
<b>COVERS (4-COLOR ONLY)</b>			
Cover II	4,550	4,080	3,870
Cover III	4,195	3,780	3,570
Cover IV	4,895	4,405	4,165

## DISTRIBUTION

- ▶ **106,000** subscribers
- ▶ **208,000** est. readers

## DEADLINES (2018)

ISSUE	RESERVE SPACE	MATERIALS DUE	DELIVERY DATE
Jan/Feb	11/22	11/29	1/1
Mar/Apr	1/23	1/30	3/1
May/June	3/22	3/29	5/1
July/Aug	5/22	5/29	7/1
Sept/Oct	7/24	7/31	9/1
Nov/Dec	9/25	10/2	11/1

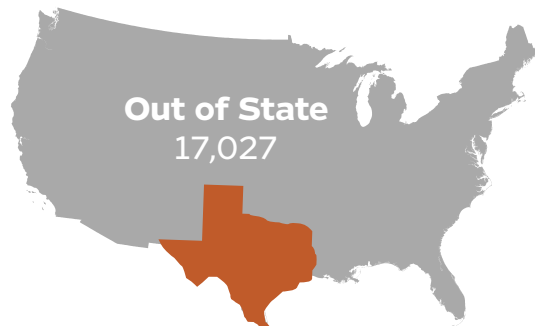
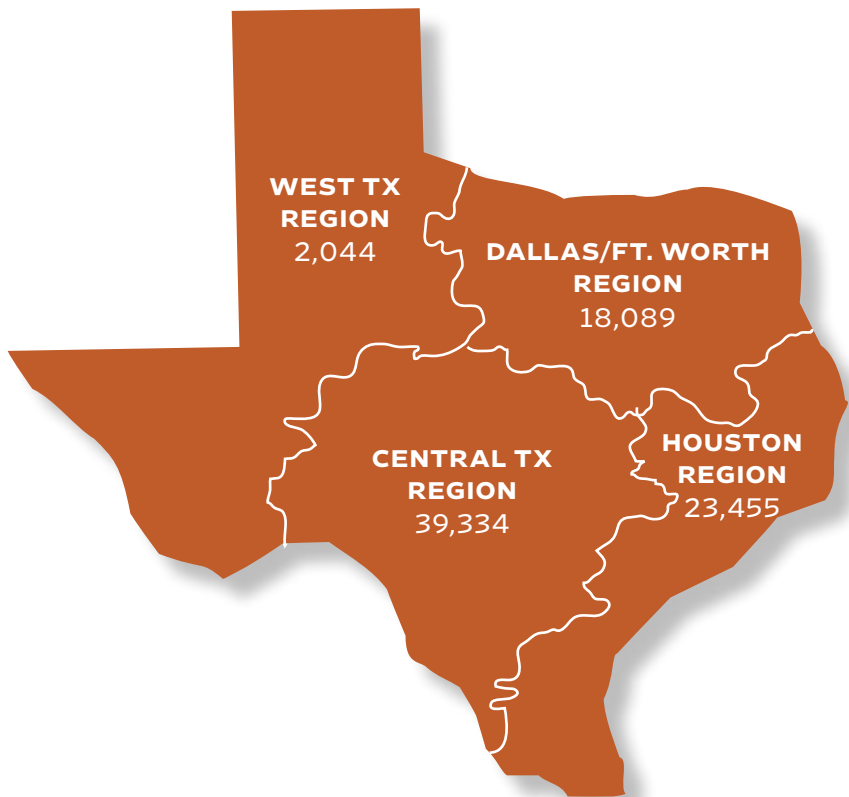
Advertising must be inserted within one year of first insertion to earn frequency discount rate. Credits earned by increasing number of ads during a contract year will be applied to future billings. No cash rebates will be made.

FOR ADVERTISING  
CONTACT:

Mike McKee, Advertising Director  
[mmckee@texasmonthly.com](mailto:mmckee@texasmonthly.com) OR **512-320-6934**  
[alcalde.texasexes.org](http://alcalde.texasexes.org)

# 106,000

## SUBSCRIBERS



### DEMOGRAPHICS

READERSHIP **55% MALE / 45% FEMALE**

#### AGE

18-24	5%
25-34	21%
35-44	14%
45-54	16%
55+	44%
Average Age	48 yrs.
Median Age	48 yrs.

#### HOUSEHOLD INCOME

\$200,000 or more	23%
\$150,000 or more	35%
\$100,000 or more	55%
\$75,000 or more	71%
Average subscriber household income	\$153,660
Median subscriber household income	\$96,990

#### NET WORTH

\$1,000,000 +	31%
\$750,000 +	37%
\$500,000 +	50%
\$200,000 +	70%
Average subscriber net worth	\$1,042,100
Median subscriber net worth	\$445,010
Owner/partner*	22%
Own investments or securities	93%

Source: 2012 Alcalde Reader Survey

FOR ADVERTISING CONTACT:

Mike McKee, Advertising Director  
[mmckee@texasmonthly.com](mailto:mmckee@texasmonthly.com) OR 512-320-6934  
[alcalde.texasexes.org](http://alcalde.texasexes.org)

## AD DIMENSIONS

### NON-BLEED SIZE:

FULL PAGE

**7<sup>1</sup>/<sub>4</sub> x 9<sup>7</sup>/<sub>8</sub>**

2/3 PAGE

**4<sup>3</sup>/<sub>4</sub> x 9<sup>7</sup>/<sub>8</sub>**

1/2 PAGE HORIZONTAL

**7<sup>1</sup>/<sub>4</sub> x 4<sup>7</sup>/<sub>8</sub>**

1/2 PAGE VERTICAL

**4<sup>3</sup>/<sub>4</sub> x 7<sup>5</sup>/<sub>8</sub>**

1/3 PAGE HORIZONTAL

**4<sup>3</sup>/<sub>4</sub> x 4<sup>7</sup>/<sub>8</sub>**

1/3 PAGE VERTICAL

**2<sup>1</sup>/<sub>4</sub> x 9<sup>7</sup>/<sub>8</sub>**

1/6 PAGE HORIZONTAL

**4<sup>3</sup>/<sub>4</sub> x 2<sup>1</sup>/<sub>4</sub>**

1/6 PAGE VERTICAL

**2<sup>1</sup>/<sub>4</sub> x 4<sup>7</sup>/<sub>8</sub>**

**Bleed** is available on 2-page spreads, full-page, 2/3, 1/2 horizontal, and 1/3 vertical ads.

### One Page Bleed:

8" x 10 7/8" to trim, add 1/8" bleed image on all sides beyond trim.

### Safety Area:

Keep live matter 1/4" from trim edges.

## FILE FORMATS

Print-ready PDFs are preferred; also acceptable are InDesign, Illustrator, Photoshop, EPS, or TIFF files with all supporting layout files, images and fonts included. Macintosh-originated files preferred. We may not be able to accept Windows or non-standard file formats.

## IMAGES

### PRINT:

CMYK, 300 dots per inch, EPS format.

### WEB:

RGB, 72 dpi, JPG, GIF, PNG, TIF or SWF format. File size 50k or less.

## SPOT COLORS

All spot/PMS colors must be converted to CMYK by the advertiser; if not, TMCP will do so and bears no responsibility for color shifts.

## DENSITY

Do not exceed 300% of all four colors in any area.

## PROOFS

Please submit a proof from a SWOP-certified proofing device for color ads. TMCP is not responsible for color accuracy when ads are submitted without a SWOP-certified proof.

## CONFIRMING PROOFS

TMCP does not supply confirming proofs. If we must make a change to your ad we may, at our discretion, e-mail you a confirming screenshot JPEG or PDF.

## TO UPLOAD YOUR AD FILE

Please upload your ad materials (PDF, JPEG, TIFF, or .zip file) by visiting <https://www.texasmonthly.com/upload-ad/>. Be sure to name your file before uploading it to our server with the advertiser name, publication name, and issue date.

## TO SEND YOUR AD FILE

Please submit a CD or DVD with all ad files (including supporting layout files when applicable), an acceptable proof, and contact information in case we have a problem with your ad.

## SHIPPING ADDRESS FOR AD MATERIALS

Please send ad materials via trackable overnight delivery service to:

### Texas Monthly CUSTOM PUBLISHING

Attn: Ad Trafficking / Alcalde

816 Congress, Suite 1700

Austin, TX 78701

512-320-6991

## CANCELLATIONS

Cancellation of any part of a contract voids all rate and position agreements. Neither the advertiser, the advertising agency, nor their agents may cancel after the closing date. No cancellations, changes, or insertion orders will be accepted by TMCP after the closing date. If, by the materials deadline, TMCP has not received copy deemed acceptable for publication, TMCP may either repeat the advertiser's most recent ad that it has published or publish nothing, charging advertiser and/or advertising agency for any space reserved by them. TMCP reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement.

## QUESTIONS

For technical questions regarding your ad and additional information regarding materials, contact:

Production Department,

512/320-6991,

[ads@texasmonthly.com](mailto:ads@texasmonthly.com)

