

Don't Miss Reunions 2026!

MAY 22-24, 2026

Did you know?

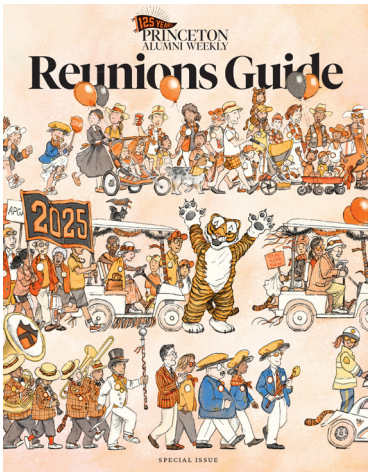
More than 25,000 alumni and guests attend Princeton Reunions each year. Of those returning for Reunions ...

- 46% shop in downtown Princeton stores
- 64% dine in local restaurants
- 47% stay in area hotels.



Advertise in Princeton Alumni Weekly's official Reunions Guide '26 ... It Works!

Articles by Princeton alumni, alumni profiles, Reunions highlights, P-rade map, and much more!



Reunions Guide Rates			
(More than 25,000 alumni and guests)			
AD SIZE	BLACK & WHITE	2-COLOR	4-COLOR
Full Page	\$1,800	\$2,100	\$2,300
2/3	\$1,350	\$1,650	\$1,750
1/2	\$ 925	\$1,225	\$1,325
1/3	\$ 700	\$1,000	\$1,100
1/6	\$ 400	\$ 650	\$ 750

Space Reservation Deadline: March 30
Material Deadline: April 13

For information on advertising, contact: Allison Sullivan, publishing director,
as7811@princeton.edu, 609-258-2107



Print Production Specs

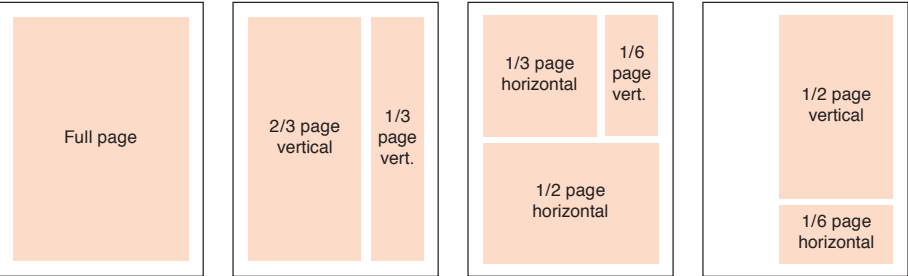
DIMENSIONS

NON-BLEED ADS should be created to the dimensions (w x h) below. Ads are centered on the page with a white border all around.

BLEED ADS should be created to the dimensions (w x h) below. Live matter — important graphics and text — should be ¼" (.25) from all four sides of the ad. Add an additional 3/16" (.1875) of artwork to all four sides for the bleed. Set crop marks outside the bleed area so they do not print. See diagram at right.

AD SIZE	NON-BLEED ADS	BLEED ADS
Full page	6.875" x 9.625"	8.125" x 10.875"
2/3 vertical	4.5" x 9.625"	—
1/2 horizontal	6.875" x 4.75"	—
1/2 vertical	4.5" x 7.25"	—
1/3 vertical	2.125" x 9.625"	—
1/3 horizontal	4.5" x 4.75"	—
1/6 vertical	2.125" x 4.75"	—
1/6 horizontal	4.5" x 2.25"	—
Two-page spread	—	16.25" x 10.875"

VISUAL OF AD SIZES



Full page ad with bleed

Live: 7.625" x 10.375"

Trim: 8.125" x 10.875"

Bleed: 8.5" x 11.25"

Crop marks

Live matter: All live matter — important graphics and text — should be ¼" (.25) from the trim size on all four sides to ensure that these elements do not get cut off in the finishing process.

Trim: The orange line indicates the trim size — the size of the finished publication after it is printed and trimmed.

Bleed: Bleed equals trim size plus 3/16" (.1875) of artwork on all four sides. This extra 3/16" (.1875) is required to ensure the ad extends all the way to the edges of the finished page. Set crop marks outside of the bleed area so they do not print.

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Advertising Requirements

PRINT

ACCEPTABLE FILE FORMATS

- PDF files (PDF/x-1a preferred)
- Photoshop image-file formats including TIFF, EPS, and JPEG (high quality)
- Other formats may be acceptable but must be approved in advance by the advertising director

LINE SCREEN 250 dpi

FONTS

- Fonts must be embedded in supplied PDF

IMAGES

- Images must be linked and updated, embed images for PDF and EPS documents
- Do not scale images to more than 120% in layout application
- Effective resolution of CMYK/grayscale/duotone images should be 300 dpi (plus or minus 20%)
- Effective resolution of line-art graphics should be between 600 and 1200 dpi, placed at 100% or smaller

COLOR

- Specify four-color process colors (CMYK). Convert RGB colors and spot colors to CMYK. If colors are left to be automatically converted to CMYK by the page-layout application or print house, they will be converted at advertiser's risk
- Avoid very heavy black. Colors in the document palette (and in images) should not exceed 300 in total ink coverage (i.e., the sum total of C, M, Y, K values)

PAPER 40.5# Leipa Mag Plus Gloss; Cover: 100# Matte #3



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