What is PAW?

• Princeton Alumni Weekly (PAW) is an editorially independent magazine by alumni for alumni published since 1900.

• Princeton Alumni Weekly is published 11 times per year — more than any other alumni magazine in the world — and offers unmatched engagement with our readers.

• Princeton Alumni Weekly has a circulation of more than 100,000 alumni, faculty, and professional staff of Princeton University.

• With 1.4 readers for every subscriber, PAW’s readership is 140,000.

• Princeton Alumni Weekly is the only publication that reaches this affluent alumni audience.

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

ABOUT PRINCETON ALUMNI

• They are Pulitzer Prize-winners, Nobel laureates, business leaders, Supreme Court justices, academicians, journalists, philanthropists, and government leaders

• They are innovators, entertainers, authors, activists, and a former first lady

• They are influencers, thought leaders, and early adopters

• They are professionals, parents, travelers, investors, and consumers

• They are well-educated, affluent, and interested in the world around them

ALUMNI CONNECTIVITY

• Princeton alumni read the magazine — reader surveys show that 83% of alumni read or look through most issues and that each issue is read by an average of 1.4 people

• Princeton alumni are truly loyal to their alma mater. The 2021-22 Annual Giving campaign raised a record breaking $81.8 million.

• 86% of alumni have attended Reunions on campus in the past 10 years

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

ALUMNI INCLUDING:

NEWSMAKERS
Michelle Obama ’85, former first lady
Robert Mueller ’66, former FBI director

INNOVATORS & THOUGHT LEADERS
Jeff Bezos ’86, Amazon.com founder; Washington Post owner
Robert Johnson ’72, entrepreneur, founder of BET network
Mellody Hobson ’91, president, Ariel Investments; board chair, DreamWorks
Eric Schmidt ’76, executive chairman, Alphabet, parent company of Google
Tim Ferriss ’00, author, entrepreneur, podcaster

WRITERS & ARTISTS
Michael Lewis ’82, writer: The Big Short, Moneyball
Jennifer Weiner ’91, writer: In Her Shoes, Good in Bed
John McPhee ’53, Pulitzer Prize winner, writer: Annals of the Former World
A. Scott Berg ’71, writer: Wilson, Max Perkins: Editor of Genius
David Remnick ’81, editor, The New Yorker
Branden Jacobs-Jenkins ’06, playwright, Obie winner, MacArthur fellow
Frank Stella ’58, painter, sculptor, and printmaker

HOLLYWOOD
Brooke Shields ’87, actor
Ellie Kemper ’02, actor
David Duchovny ’82, actor
Ethan Coen ’79, writer and producer
David E. Kelley ’79, writer and producer

BUSINESS LEADERS
Steve Forbes ’70, CEO, editor in chief, Forbes Magazine
Meg Whitman ’77, president and CEO, Hewlett Packard
William Clay Ford Jr. ’79, executive chairman, Ford Motor Company
Brad Smith ’81, president and chief legal officer, Microsoft
John Rogers Jr. ’80, founder, chairman and CEO, Ariel Investments
Andrea Jung ’79, president, CEO and director, Grameen America

GOVERNMENT
Elena Kagan ’81, Supreme Court justice
Sonia Sotomayor ’76, Supreme Court justice
James Baker III ’52, former White House chief of staff and U.S. Secretary of State
David Petraeus ’85 *87, former CIA director
Ted Cruz ’92, U.S. senator, former presidential candidate

IN A RECENT SURVEY, PAW READERS SAID:

“I love reading PAW and look forward to receiving it.”

“Some PAW articles are just stunning; very comprehensive, thought-provoking.”

“I very much enjoy being able to maintain my long relationship with the University through PAW. I read every issue when it comes.”

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

SOURCE: PAW SURVEY DECEMBER 2016
Where Do Our Alumni Live?

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

*SOURCE: PAW JULY/AUGUST 2023 CIRCULATION
Why Advertise in PAW?

**WHY PRINT?**
- Magazines are more relevant now than ever before
- Consumers trust print more than any other advertising medium\(^1\)
- The brain responds to print and digital media in different ways: Print ads are better at stimulating emotions and desires\(^2\)
- There is higher comprehension when reading on paper versus a screen\(^3\)
- Brand recall is up to 70% higher in magazine advertising than digital media\(^4\)
- In a study that measured 1,400 campaigns using a wide variety of ad venues, magazine advertising resulted in the highest return on ad spending\(^5\)
- Consumers tend to be more focused and more relaxed when they read print magazines, i.e., they “lean back” and this enhances retention\(^3\)

**WHY PAW?**
- Princeton Alumni Weekly (PAW) provides an affluent, influential audience
- The low ad-to-edit ratio of 20:80 ensures that your brand message gets across to our readers
- With 11 issues per year, PAW offers unmatched engagement with our readers
- PAW is read — including the ads. Of PAW’s readers, 83% read all or most issues, 69% read the display ads, and 32% purchased a product or service advertised

**WHY OUR READERS?**
PAW readers rely on the magazine as a vital link to the University and their peers. Advertisers have a unique opportunity to reach faithful, engaged readers in an environment of unparalleled trust and respect.

- 83% read or look through all, or most, issues
- 69% read the display advertisements
- 32% have purchased an advertised product or service
- 79% read PAW as their primary source of Alumni and Campus news

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

PAW READER SURVEY 2022

PRINCETON ALUMNI WEEKLY
Publication Schedule

2024–2025

<table>
<thead>
<tr>
<th>COVER DATE</th>
<th>IN-HOME START DATE</th>
<th>SPACE RESERVATIONS DUE</th>
<th>DISPLAY ADS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 2024</td>
<td>Sept. 3</td>
<td>July 15</td>
<td>July 29</td>
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<tr>
<td>Oct. 2024</td>
<td>Oct. 7</td>
<td>Aug. 19</td>
<td>Sept. 3</td>
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<tr>
<td>Nov. 2024</td>
<td>Nov. 4</td>
<td>Sept. 16</td>
<td>Sept. 30</td>
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<tr>
<td>Jan. 2025</td>
<td>Dec. 30</td>
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<td>Dec. 30</td>
</tr>
<tr>
<td>Mar. 2025</td>
<td>Mar. 3</td>
<td>Jan. 13</td>
<td>Jan. 27</td>
</tr>
<tr>
<td>Apr. 2025</td>
<td>Mar. 31</td>
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</tr>
<tr>
<td>May 2025</td>
<td>May 5</td>
<td>Mar. 17</td>
<td>Mar. 31</td>
</tr>
<tr>
<td>June 2025</td>
<td>June 2</td>
<td>Apr. 14</td>
<td>Apr. 28</td>
</tr>
<tr>
<td>July/Aug. 2025</td>
<td>July 7</td>
<td>May 19</td>
<td>June 2</td>
</tr>
</tbody>
</table>

Reunions: May 23-25 • Commencement: May 28

WHAT’S IN IT FOR ADVERTISERS?
Place your brand message within the pages of the Princeton Alumni Weekly’s award-winning editorial content and reach our affluent, engaged readers.

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

*SOURCE: PAW JULY/AUGUST 2023 CIRCULATION
Advertising Rates

RATE PER INSERTION

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLACK &amp; WHITE</th>
<th>4-COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,490</td>
<td>$7,880</td>
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<tr>
<td>2/3</td>
<td>$4,150</td>
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<td>1/2</td>
<td>$3,450</td>
<td>$5,760</td>
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<td>1/3</td>
<td>$2,580</td>
<td>$5,020</td>
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<tr>
<td>1/6</td>
<td>$1,390</td>
<td>$2,700</td>
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<tr>
<td>1/12</td>
<td>$750</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

$1,000 premium for back cover

PAYMENT INFORMATION

- Payment is required in advance for the first insertion, subsequent advertising is billed upon publication with credit approval
- Net due within 30 days of invoice
- An advertiser will be rebated if, within the publishing year, the advertiser has used sufficient additional space to warrant a lower rate than what was previously billed. An advertiser who contracts for a specific number of insertions and who does not complete the committed schedule will be shortrated
- One-year contracts are accepted at current rates. Orders beyond one year are accepted at the prevailing rate at the time of insertion. Proper notification will be given of any rate change.

FREQUENCY DISCOUNTS

Frequency discounts can be applied to ads 1/6 of a page or larger, with mixed-size units counting toward frequency.
- 5% for 4 insertions
- 10% for 7 insertions
- 15% for 11 insertions

CANCELLATIONS OR CHANGES

Cancellations and changes in orders will not be accepted after the closing date.

All covers and special positions are noncancelable 30 days prior to the closing date. If no new copy is received, the publisher reserves the right to repeat a previous advertisement, or if none exists, to charge for the reserved space.
Print Production Spec

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.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED ADS</th>
<th>BLEED ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>6.875” x 9.625”</td>
<td>8.125” x 10.875”</td>
</tr>
<tr>
<td>2/3 vertical</td>
<td>4.5” x 9.625”</td>
<td>5.125” x 10.875”</td>
</tr>
<tr>
<td>1/2 vertical</td>
<td>4.5” x 7.25”</td>
<td>—</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>6.875” x 4.75”</td>
<td>8.125” x 5.5”</td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>2.125” x 9.625”</td>
<td>2.75” x 10.875”</td>
</tr>
<tr>
<td>1/3 horizontal</td>
<td>4.5” x 4.75”</td>
<td>—</td>
</tr>
<tr>
<td>1/6 vertical</td>
<td>2.125” x 4.75”</td>
<td>—</td>
</tr>
<tr>
<td>1/6 horizontal</td>
<td>4.5” x 2.25”</td>
<td>—</td>
</tr>
<tr>
<td>1/12</td>
<td>2.125” x 2.25”</td>
<td>—</td>
</tr>
<tr>
<td>Two-page spread</td>
<td>—</td>
<td>16.25” x 10.875”</td>
</tr>
</tbody>
</table>

VISUAL OF AD SIZES

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

DIGITAL AD SPECS

EMAIL BLAST AD SIZES

• First ad slot size is 600 x 160 pixels.

• Second ad slot size is 300 x 250 pixels.

• All common formats accepted including JPEG, GIF, PNG. We will consider all forms of Rich Media.

• File size limit is 1 MB.

• Destination URL must be included.

PAW ONLINE AD SIZES

• Ad sizes: 300 x 250 pixels

• All common formats accepted including JPEG, GIF, PNG. We will consider all forms of Rich Media.

• File size limit is 1 MB.

• Destination URL must be included.

INSERTS/ONSERTS

Contact the publishing director for production specifications.

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

*SOURCE: PAW JULY/AUGUST 2023 CIRCULATION
Copy & Contract Regulations

All advertisements are accepted and published by the publisher — the Princeton Alumni Weekly — upon the representation that the agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publisher’s acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss for expense, including without limitation reasonable attorney’s fees, arising out of publication of such advertisements, including without limitation those resulting from claims or suits for libel, violation of right of privacy, plagiarism, copyright and trademark infringement, and any other claims or suits based on subject matter.

The publisher reserves the right to reject or cancel any advertising which, in her opinion, does not conform to the standards or requirements of the publication, and to add the word “advertisement” at the top of any page which, in her judgment, too closely resembles the magazine’s editorial copy.

The publisher is not responsible for errors in key numbers or other type set by the magazine.

All agreements are subject to labor disputes, accidents, fires, acts of God, or other contingencies beyond the publisher’s control, which prevent the publisher from partially or completely reproducing, publishing, or distributing the magazine. Further, the publisher shall not be liable for damages if there is a failure to publish an advertisement for any reason.

No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions, which conflict with the provisions of this document, will be binding on the publisher.

The publisher cannot be responsible for the quality of art reproduction if the specifications and closing dates are not met.

The publisher reserves the right to change the rates, conditions, and space units stipulated in this document.

No waiver or modification of any of the foregoing shall be binding on the publisher, unless it is in writing and signed by an officer of the publication.

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

CLASSIFIED RATES

Classified Text Ad — rate per insertion: $4.25 per word. Minimum 12 words.

Classified Display Ad — rate per insertion:

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLACK &amp; WHITE</th>
<th>4-COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.2083” x 1.0”</td>
<td>$160</td>
<td>$260</td>
</tr>
<tr>
<td>2.2083” x 2.0”</td>
<td>$310</td>
<td>$410</td>
</tr>
<tr>
<td>2.2083” x 3.0”</td>
<td>$460</td>
<td>$560</td>
</tr>
</tbody>
</table>

ADDITIONAL INFORMATION & OPTIONS

• An online ad is included in the rate and is available at paw.princeton.edu/classifieds

• Images can be added online to your text ad for $50.00 for one image and $100.00 for 3 images and will be live online for the duration of the time period the text ad is reserved.

• Boldfacing of the first three words is included — boldfacing of additional words is billed at $4 per word

SCHEDULE 2024–2025

<table>
<thead>
<tr>
<th>COVER DATE</th>
<th>IN-HOME STARTS</th>
<th>RESERVATIONS</th>
<th>ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 2024</td>
<td>Sept. 3</td>
<td>July 15</td>
<td>July 29</td>
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<tr>
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<td>Mar. 31</td>
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<tr>
<td>June 2025</td>
<td>June 2</td>
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<td>May 19</td>
<td>June 2</td>
</tr>
</tbody>
</table>

WHY CLASSIFIEDS?

Use this section to advertise a vacation home, to sell real estate, to promote your professional services, to meet your match, and much, much more.

FREQUENCY DISCOUNTS

5% for 4 insertions
10% for 7 insertions
25% for all 11 issues

PAYMENT INFORMATION

Ads must be paid for at the time they are placed.

VISA, Mastercard, American Express and Discover cards are accepted.

Ads may be submitted by email to Brielle McArdle at bm5471@princeton.edu.

We cannot offer refunds should you decide to cancel your ad.

Final copy must be submitted and approved in writing.
Website Advertising

PAW.PRINCETON.EDU

PAW’s digital advertising complements our print publication and offers you additional outreach options.

**PRICING**

- **Square Ad:** $750 per month (300 x 250 pixels)
- **Leaderboard Ad:** $1000 per month (728 x 90 pixels)
- **Billboard Ad:** $1250 per month (970 x 250 pixels)

**SCHEDULE**

<table>
<thead>
<tr>
<th>WEBSITE MONTH</th>
<th>CREATIVE DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2024</td>
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<td>January 2025</td>
<td>Dec. 18</td>
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<td>March 2025</td>
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<td>May 21</td>
</tr>
<tr>
<td>July/Aug. 2025</td>
<td>Jun. 25</td>
</tr>
</tbody>
</table>

**UNLOCK NEW DIGITAL SPONSORSHIP OPPORTUNITIES**

PAW’s new website, launching in August, brings with it exciting new digital sponsorship opportunities.

**Our revamped site features:**

- **Tiger Travels Section:** Highlighting alumni travel stories and tips.
- **New Podcasts:** Including segments on memorials, travel, books and more.
- **Games Section:** Featuring our monthly themed crossword puzzle and other alumni themed games.

For details and pricing information, please contact us.
**Issue Alert**

**E-Newsletter**

**PAW.PRINCETON.EDU**

PAW’s monthly issue alert is emailed to over 75,000 alumni during the first week of every month and highlights that month’s features. Place an ad in an upcoming issue and take advantage of the additional digital outreach to our readers.

**PRICING**

- **Top Ad: $1,500 per issue** (600 x 160 pixels)
- **Square Ad: $750 per issue** (300 x 250 pixels)

**SCHEDULE**

<table>
<thead>
<tr>
<th>E-NEWSLETTER MONTH</th>
<th>DEPLOYMENT DATE</th>
<th>CREATIVE DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2024</td>
<td>Sept. 4</td>
<td>Aug. 21</td>
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<td>October 2024</td>
<td>Oct. 8</td>
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<td>November 2024</td>
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<td>December 2024</td>
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<td>Mar. 4</td>
<td>Feb. 19</td>
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<td>April 2025</td>
<td>Apr. 1</td>
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<td>May 6</td>
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<tr>
<td>June 2025</td>
<td>May 28</td>
<td>May 21</td>
</tr>
<tr>
<td>July/Aug. 2025</td>
<td>Jul. 8</td>
<td>Jun. 25</td>
</tr>
</tbody>
</table>

**PERFORMANCE:**

- **Audience:** 75,328
- **Average impressions:** 49%
- **Average Click Rate:** 8.7%

**ONLINE SPECS:**

- All common formats accepted including JPEG, GIF, PNG.
  We will consider all forms of Rich Media.
- File size limit is 1 MB.
- Destination URL must be included.

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

*SOURCE: PAW JULY/AUGUST 2023 CIRCULATION*
Special Sections & Guides
Winter Bookshelf Guide

DETAILS
Reach 100,000 total readers by promoting your book in Princeton Alumni Weekly’s special advertising section, The Princeton Bookshelf, for Alumni, Faculty, and Staff authors ... just in time for the holidays!

Whether a scholarly work, a novel, a memoir, non-fiction, or children’s literature, put your book in front of an audience that loves to read.

This special advertising section will be included in the December issue of PAW.

SPECIAL RATES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>PRICE</th>
<th>AD SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,250</td>
<td>6.975&quot; w x 9.1128&quot; h</td>
</tr>
<tr>
<td>1/2</td>
<td>$1,400</td>
<td>6.975&quot; w x 4.3958&quot; h</td>
</tr>
<tr>
<td>1/6</td>
<td>$ 650</td>
<td>2.1285&quot; w x 4.3933&quot; h</td>
</tr>
<tr>
<td>1/12</td>
<td>$ 310</td>
<td>2.125&quot; w x 2.25&quot; h</td>
</tr>
</tbody>
</table>

RESERVATION DEADLINES
December Issue:
Space Reservation: Oct. 14, 2024
Artwork: Oct. 28, 2024

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

DETAILS
Reach 100,000 total readers by promoting your book in Princeton Alumni Weekly’s special advertising section, The Princeton Bookshelf, for Alumni, Faculty, and Staff authors ... just in time for the holidays!

Whether a scholarly work, a novel, a memoir, non-fiction, or children’s literature, put your book in front of an audience that loves to read.

This special advertising section will be included in the June and July/August issue of PAW.

SPECIAL RATES

<table>
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<tr>
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</thead>
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RESERVATION DEADLINES

**June Issue:**
- Space Reservation: Apr. 14, 2025
- Artwork: Apr. 28, 2025

**July/August Issue:**
- Space Reservation: May 19, 2025
- Artwork: June 2, 2025

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

*SOURCE: PAW JULY/AUGUST 2023 CIRCULATION*
Don’t Miss Reunions 2025!
MAY 23-25, 2025

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 ’25 ... 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)

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Space Reservation Deadline: March 31
Material Deadline: April 14

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