



# COLUMBIA SCIENCE REVIEW

**COLUMBIA UNIVERSITY WAS FOUNDED IN 1754 AS KING'S COLLEGE.**

**It is the oldest institution of higher learning in the state of New York and the fifth oldest in the United States.**

## ADVERTISING POLICY

Today **Columbia** is one of the top academic and research institutions in the world, conducting leading research in medicine, science, the arts, and the humanities. It includes three undergraduate schools, thirteen graduate and professional schools, and a school of continuing education. The **Columbia Science Review** is a publication of **Columbia University** students that provides an engaging and informative approach to contemporary scientific and university research. **CSR** brings together students of the sciences and the humanities to examine the process and elegance of scientific discovery and problem solving. Edited by students of the **School of Engineering and Applied Science**, each issue of this full-color journal is captivating and in the forefront of current scientific research. The **Fu Foundation School of Engineering and Applied Science** offers world-class instruction, ideally suited to educate tomorrow's engineering leaders. Our engineering and applied science programs - among the Nation's oldest and most influential - embrace new technologies and interdisciplinary possibilities; opening frontiers in an expanding host of fields: from **financial engineering to corrosion control, cryogenic manufacturing to biomedical engineering**. By advertising in **CSR**, you will reach thousands of the brightest young minds in the country. Approximately 6000 copies of **CSR** are printed each semester and distributed free of charge to the Columbia community. Additionally, **CSR** actively markets itself and its website on campus using posters and online using **Google's "Adwords"** service, ensuring your ad will be seen by thousands of people over its lifetime.

**CSR** reserves the right to reject and/or cancel any advertisement. Ads for alcohol, tobacco, firearms and political groups are not accepted. The advertiser and their advertising agency assume full liability for content of advertisements printed and assume full responsibility for any claims made against the publisher.

Advertising contracts, insertion orders or written notice authorizing an advertisement to run must accompany or precede the arrival of the advertising material. Guaranteed positions are contracted for inside the front page (Cover 2) and back page (inside, Cover 3, and outside, Cover 4) positions only. However, requested placement will be attempted based on space availability and the discretion of the publisher. Only ads that meet our design specifications will be accepted.



## PAYMENT

The advertiser and advertising agency are jointly and separately responsible for payment. Pre-payment is required. Ads will be pulled at the discretion of the Publisher for non-payment.



To reserve your company's space contact our Program Manager **Mr. Michael Massicott** at **800-426-1233 Ext: 1162** or email **mike@topgrad.com**



# DIMENSIONS & MECHANICALS REQUIREMENTS



Please request our detailed **Advertising Mechanicals and Electronic Ad Specifications** from your program representative or from our **Art Department** at **800-891-2828 Ext: 1148** or **art@pentagon-usa.us**

**Digital data is required for all ad submissions.** Preferred file format is PDF/X-1a. However, other digital art will be accepted. High-resolution PDFs must be provided as CMYK with fonts and images embedded and sent via disk, CD-ROM or email. Ads submitted as hard copy will be scanned for use.



**CSR** is printed on a high-speed web and SWOP standards apply. Final trim size is 8 1/4 x 10 7/8 inches and bleed size is 8 1/2 x 11 1/8 inches. Live material must be kept 1/4 inch from the trim.

Additionally, the production department at **Pentagon Publishing, Inc.** is available to design or reformat files at \$75 per hour (fee may be waived). Please contact the **Art Department** at **800-891-2828 Ext: 1148** or **art@pentagon-usa.us** if you require assistance.



## DISTRIBUTION

**CSR** is distributed to the **students, faculty, administrative staff, and alumni of Columbia University** and fellow engineering schools nationwide.

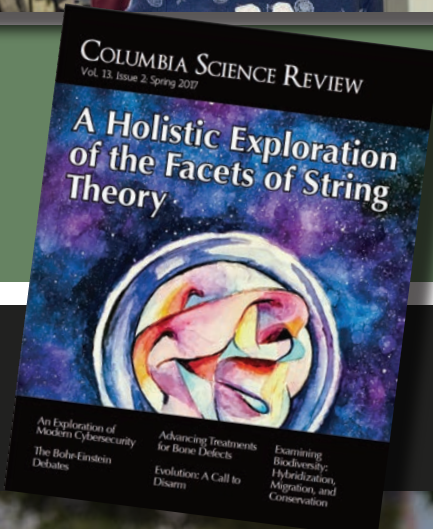
**CRS** may be viewed on the web at: [www.thecolumbiasciencereview.com](http://www.thecolumbiasciencereview.com)

## DEADLINE

-PLEASE NOTE: **DEADLINES ARE APPROXIMATE.** PLEASE CONSULT YOUR REPRESENTATIVE

**FALL- OCTOBER**

**SPRING - MARCH**



## AD RATES

PLEASE NOTE: ALL AD RATES REFLECT 4/C PROCESS AND FULL PAGES INCLUDE BLEED. DISCOUNTS AVAILABLE FOR MULTIPLE ISSUES! ALL RATES ARE NET - AGENCIES MUST ADD COMMISSION

<b>COVER 4</b>	<b>\$3,495.00</b>
<b>COVER 2 OR 3</b>	<b>\$3,295.00</b>
<b>FULL PAGE</b>	<b>\$3,095.00</b>
<b>2/3 PAGE</b>	<b>\$2,495.00</b>
<b>1/2 PAGE</b>	<b>\$1,995.00</b>
<b>1/3 PAGE</b>	<b>\$1,495.00</b>
<b>1/4 PAGE</b>	<b>\$1,095.00</b>
<b>1/6 PAGE</b>	<b>\$ 695.00</b>

