



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Carolina Scientific

UNC'S UNDERGRADUATE SCIENCE AND RESEARCH MAGAZINE

Carolina Scientific is focused on Innovation and Science

Founded in the spring of 2008, **Carolina Scientific's** mission is to produce a publication each semester that focuses on the exciting innovations in science and current research at the **University of North Carolina at Chapel Hill**.

Carolina Scientific strives to provide a way for students to discover and express their knowledge of new scientific advances, encourage students to explore and report on the latest scientific research at **UNC-CH**, and educate readers while promoting interest in science in research. Our **Carolina Scientific** Online will expand the depth of our reports on research and science at **UNC-CH** and bring a new perspective to our coverage.

Printed each semester, the **Carolina Scientific** reaches many of the best and brightest minds in the UNC community. There are few better ways to target the next generation of great thinkers than to advertise in the **Carolina Scientific**. Present your message to **UNC-CH's** diverse community of students, faculty, staff, and friends of the university by advertising in the **Carolina Scientific**. Advertising helps us continue publication and furthers our Education and Outreach programs.

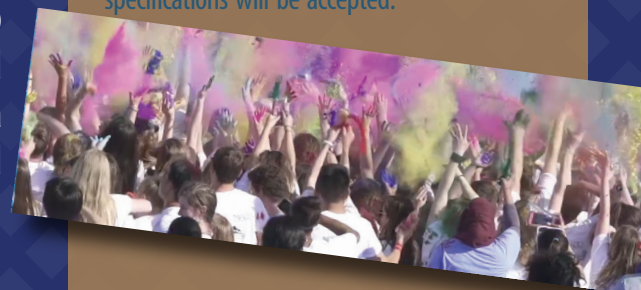


To reserve your company's space contact our Program Manager **Mr. Michael Massicott** at **800-426-1233 Ext: 1162** or email **mike@topgrad.com**

ADVERTISING POLICY

Carolina Scientific 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.



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.

Carolina Scientific 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 wish assistance.



DISTRIBUTION

Carolina Scientific is distributed to the students, faculty, administrative staff, and selected alumni of the **University of North Carolina – Chapel Hill** and fellow engineering schools of the **Collegiate Association of Science Publications**. Distribution is planned to include all schools of the **University of North Carolina** system. All advertisers will receive a free copy mailed upon completion. **Carolina Scientific's** web site may be viewed at: **www.carolinascientific.org** and the online version of the **Carolina Scientific** at: **www.issuu.com/uncsci**



DEADLINE

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

FALL- OCTOBER

SPRING - MARCH

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



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