



MURJ

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
UNDERGRADUATE RESEARCH JOURNAL

THE MIT UNDERGRADUATE RESEARCH JOURNAL (MURJ) IS MIT'S ONLY PEER-REVIEWED SCIENTIFIC JOURNAL SERVING THE UNDERGRADUATE POPULATION.

Since 1865 the **Massachusetts Institute of Technology** has served business and industry in America by educating our country's finest minds.

MIT remains the standard of excellence other schools strive to achieve. The **MIT Undergraduate Research Journal (MURJ)** publishes the best of MIT's undergraduate research and includes both science news and feature articles. It acts like a "Popular Science" for the MIT community. The journal includes the work of many professors, and nearly all of the Institute's professors are involved in producing it, so they will be reading it closely. All students will receive their own copies. Distributed once each semester, **MURJ** is a timely chronicle of MIT's legacy of academic leadership and accomplishment. We are now coordinating placement of recruitment advertising for **MURJ**, providing prime advertising space for companies and industries interested in reaching MIT's erudite students and faculty. Countless firms and corporations have benefited from MIT's technological leadership during the Institute's last 130+ years of innovation. Over 87% of MIT graduates establish professional careers in business and industry, quickly rising to positions of leadership, which influence every aspect of American commerce.

Your advertisement in **MURJ** will ensure your message will be seen, read and appreciated by graduates, undergraduates, staff, faculty and alumni. No other MIT publication reaches as many students and researchers as **MURJ!**



ADVERTISING POLICY

MURJ reserves the right to reject and/or cancel any advertisement. Advertisements 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.

MURJ 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

MURJ is distributed to the **students, faculty, administrative staff, and alumni** of the **Massachusetts Institute of Technology, Cambridge, MA.** Distribution includes all US Engineering schools and **MURJ** is also available at the **Library of Congress.** All advertisers will receive a free copy mailed upon completion.

MURJ on the web: <http://murj.mit.edu>

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
MULTIPLE ISSUE DISCOUNTS AVAILABLE! ALL RATES ARE NET.

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

