



Berkeley  
UNIVERSITY OF CALIFORNIA

berkeley science  
berkeleysciencereview.com review

**Distributed to ALL University of California Campuses!**

**All content created, managed, and written by UC Berkeley graduate students.**

## ADVERTISING POLICY

The **Berkeley Science Review** was voted **Best Publication of the Year** by UC Berkeley Student Publications Awards and awarded a **Gold Medal** by the **Columbia Scholastic Press Association**. The **Berkeley Science Review** represents a cross section of UC Berkeley's diverse student population with a wide variety of article and interviews. The **Berkeley Science Review** is a vital component of the 'Berkeley experience'... with incisive, 'cutting-edge' articles that are **required reading in many classes**. Graduate students, post-graduate fellows, and undergrads in the sciences, social sciences and humanities all submit a variety of articles, as well as science related artwork. The **BSR** is broadly interdisciplinary, so anything goes, from RNA polymerase to history of science. **Berkeley Science Review** is meticulously researched with well written with purposeful and crisp scientific research and critical editorial. With a print run of 10,000 copies per issue, the **Berkeley Science Review** reaches many of the best and brightest minds in the **Berkeley** community. There are few better ways to target the next generation of great thinkers than to advertise in the **Science Review**. Present your message to Berkeley's diverse community of students, faculty, staff, and friends of the university by advertising in the **BSR**. Advertising helps us continue publication and furthers our Education and Outreach programs.

**Berkeley Science Review** 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](mailto: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.

**Berkeley Science Review** 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](mailto:art@pentagon-usa.us) if you require assistance.

## DISTRIBUTION

**Berkeley Science Review** is distributed to the students, faculty, administrative staff, and alumni of the **University of California/Berkeley** and fellow engineering schools nationwide. Distribution includes all schools of the **University of California** system. All advertisers will receive a free copy mailed upon completion.

On the web at: <http://berkeleysciencereview.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 FOR MULTIPLE ISSUES ARE AVAILABLE! ALL RATES ARE NET AGENCIES MUST ADD COMMISSION

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