

# MINES

Colorado School of Mines Magazine

## "AT YOUR SERVICE" ADVERTISING RATES & SPECIFICATIONS

*Mines* is a four-color quarterly magazine published jointly by the Colorado School of Mines and the CSM Alumni Association. The Colorado School of Mines is a highly respected applied science and engineering undergraduate and graduate university with an emphasis on energy, materials, earth resources and the environment. *Mines* is distributed to all known alumni in the U.S., the campus community and friends of the school. The magazine aims to keep readers in touch with the School and its alumni by providing coverage of campus events, academic programs, research, student life, alumni news and other issues of concern to the community. *Mines* has a press run of 20,000 and has been published continuously since 1910. We have always accepted advertising.

### Reader Demographics

The Colorado School of Mines has an international reputation as one of the best earth science schools in the world, and its graduates are highly sought after. In 2006, over 90 percent of graduating seniors either had a job offer or were accepted to graduate school before graduation—the average starting salary was \$54,250. Most graduates are engineers who pursue technical, professional or managerial careers. A high percentage of alumni work in energy-related fields. Alumni with job titles number 17,000. Of these, 33 percent carry executive-level job titles. Annual donations to the School average approximately \$15 million. Approximately 50 percent of alumni live in the West and Southwest, 6,500 of whom are in the metro-Denver area. More than 60 percent of the School's alumni are under the age of 40.

### Format and Rates

Ads must be in electronic format, preferably as high-resolution PDF files (at least 300 dpi)—JPG or TIFF files are acceptable as well. Completed artwork should be emailed to [magazine@mines.edu](mailto:magazine@mines.edu). Any required changes are the advertiser's responsibility. No changes can be made to ads after the artwork deadline without special permission from the editor. Business card ads are formatted into columns 2 5/16 inch wide. Ads can be 4-color and are priced by their height. For information on full or partial page display advertising, please go to the *Mines* magazine website:

[www.mines.edu/magazine/Advertising.html](http://www.mines.edu/magazine/Advertising.html)

HEIGHT X	WIDTH (inches)	RATE (for 4 Issues)
1	2 5/16	\$250
2	2 5/16	\$375
3	2 5/16	\$485
4	2 5/16	\$600

### Closing Dates

Orders for At Your Service ads must be received by the dates specified below. Artwork is due one month prior to press date. If any of the dates specified below fall on a weekend or public holiday, the first business day following applies.

ISSUE	ORDER DUE	ARTWORK DUE	ANTICIPATED MAIL DROP
Winter	Nov 15	Dec 1	Jan 5
Spring	Feb 15	March 1	April 5
Summer	May 15	June 1	July 5
Fall	Aug 15	Sept 1	Oct 5

To place an ad, please contact *Mines* magazine

**Mines Advertising—CSMAA**  
P.O. Box 1410  
Golden, CO 80401.

Email: [magazine@mines.edu](mailto:magazine@mines.edu)  
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