

**A**lcalde is the official alumni magazine for The University of Texas at Austin. Its subscribers are composed of over 106,000 members of The Texas Exes Association and has an estimated readership of more than 208,000. The subscribers are loyal and responsive with strong ties to Texas and the university. Advertising in *Alcalde* offers an opportunity to connect with more than 200,000 affluent friends and alumni of The University of Texas.

Published bi-monthly, *Alcalde* offers an outstanding opportunity to consistently get your message in front of engaged and active alumni. The average subscriber household income is \$171,760 with an average net worth over \$1,250,000.

57% of our subscribers took action as a result of reading *Alcalde*.

## DISTRIBUTION

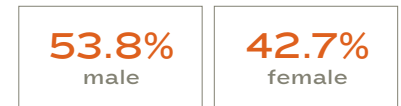
**106,000 subscribers**  
**208,000 est. readers**

## Deadlines (2022)

ISSUE	RESERVE SPACE	MATERIALS DUE	DELIVERY DATE
Jan/Feb	11/9	11/16	1/1
Mar/Apr	1/11	1/18	3/1
May/June	3/8	3/15	5/1
July/Aug	5/10	5/17	7/1
Sept/Oct	7/12	7/19	9/1
Nov/Dec	9/13	9/20	11/1



## READERSHIP



**56%**  
read every issue they receive

**62%**  
say the *Alcalde* represents the alumni experience well or very well

**57%**  
have taken action as a result of reading *Alcalde*

SOURCE: 2019 *Alcalde* Reader Survey

## ADVERTISING RATES (PRINT)

	1x	3x	6x
Four Color			
Full page	\$4,850	\$4,485	\$4,300
2/3 Page	\$4,110	\$3,745	\$3,560
1/2 page	\$3,355	\$2,990	\$2,665
1/3 page	\$2,740	\$2,375	\$1,995

Covers (4 Color Only)	1x	3x	6x
Cover II	\$5,630	\$5,340	\$5,067
Cover III	\$5,325	\$5,050	\$4,850
Cover IV	\$6,645	\$6,275	\$5,980

Advertising must be inserted within one year of first insertion to earn frequency discount rate. Credits earned by increasing number of ads during a contract year will be applied to future billings. No cash rebates will be made.

## DIGITAL OPPORTUNITIES

Premium Box on [alcalde.texasexes.org](http://alcalde.texasexes.org)  
Monthly Rate: **\$900** 300x250px

- \$10 CPM
- 33,135 monthly page views/impressions
- 20,226 monthly unique visitors

Premium E-newsletter Banner 600x150px

Rates: 1x **\$1,650** 3x **\$1,450**  
6x **\$1,250** 12x **\$1,050**

- 72,858 total sent to Texas Exes members
- 27.74% average open rate

Sponsored Facebook Post

Rate: **\$1,500**

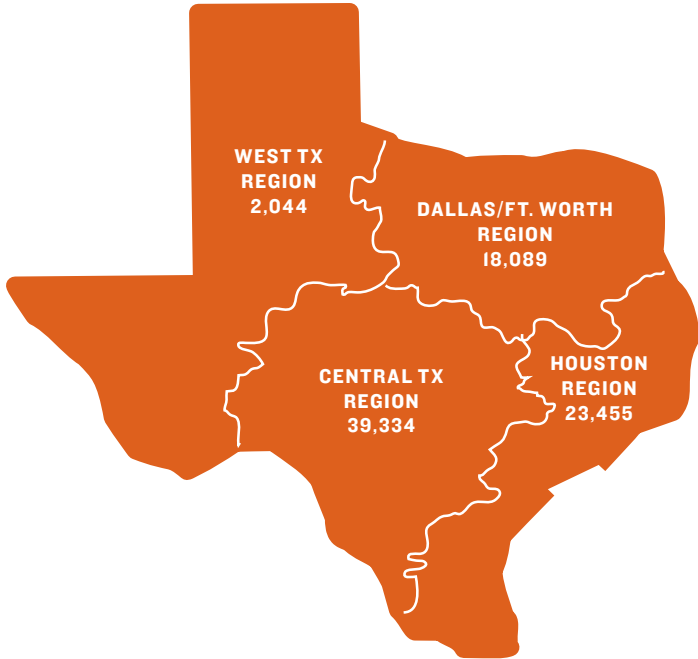
- 95,000+ people like Texas Exes on Facebook

See all options on [Digital Advertising Rates](#) page. Custom digital packages available. Please contact your ad representative for details.

FOR ADVERTISING, CONTACT ►

**Kristin Terk Belt**  
kbelt@kbmediainc.com  
512-970-8139

# 106,000 Subscribers



## Demographics

READERSHIP 54% Male / 43% Female / 3% Other

### AGE

18-24	6%
25-34	16%
35-44	15%
45-54	17%
55+	46%
Average Age	51 yrs.
Median Age	50 yrs.

### HOUSEHOLD INCOME

\$200,000 or more	26%
\$150,000 or more	34%
\$100,000 or more	50%
\$75,000 or more	62%
Average subscriber household income	\$171,760
Median subscriber household income	\$117,230

### NET WORTH

\$1,000,000 +	37%
\$750,000 +	43%
\$500,000 +	54%
\$200,000 +	74%
Average subscriber net worth	\$1,251,000
Median subscriber net worth	\$508,340
Owner/partner*	22%
Own investments or securities	93%

SOURCE: 2019 Alcalde Reader Survey

FOR ADVERTISING, CONTACT ►

**Kristin Terk Belt**  
 kbelt@kbmediainc.com  
 512-970-8139

## Ad Dimensions

NON-BLEED SIZE

**Full page**  
7.25" x 9.875"

**2/3 page**  
4.75" x 9.875"

**1/2 page horizontal**  
7.25" x 4.875"

**1/2 page vertical**  
4.75" x 7.625"

**1/3 page horizontal**  
4.75" x 4.875"

**1/3 page vertical**  
2.25" x 9.875"

**1/6 page horizontal**  
4.75" x 2.25"

**1/6 page vertical**  
4.75" x 2.25"

Bleed is available on two-page spread, full-page, 2/3, 1/2 horizontal, and 1/3 vertical ads.

One Page Bleed:  
Trim size: 8" x 10.875"  
Bleed: add .125" image on all sides beyond trim.

Safety Area:  
Keep live matter .25" from trim edges.

Please do not use any Texas Exes branding in your creative.

The outside back cover (Cover 4) must accommodate a mailing panel, which covers the top 2.125" of the page. Ad is 8.75" tall from bottom trim to top of ad.

## FILE FORMATS

Print-ready PDFs are preferred; also acceptable are InDesign, Illustrator, Photoshop, EPS, or TIFF files with all supporting layout files, images and fonts included. Macintosh-originated files preferred. We may not be able to accept Windows or non-standard file formats.

## IMAGES

PRINT: CMYK, 300 dots per inch, EPS format.  
WEB: RGB, 72 dpi, JPG, GIF, PNG, TIF or SWF format. File size 50k or less.

## SPOT COLORS

All spot/PMS colors must be converted to CMYK by the advertiser; if not, The Texas Exes will do so and bears no responsibility for color shifts.

## DENSITY

Do not exceed 300% of all four colors in any area.

## PROOFS

Please submit a proof from a SWOP-certified proofing device for color ads. The Texas Exes is not responsible for color accuracy when ads are submitted without a SWOP-certified proof.

## CONFIRMING PROOFS

The Texas Exes does not supply confirming proofs. If we must make a change to your ad we may, at our discretion, email you a confirming screenshot JPEG or PDF.

## TO UPLOAD YOUR AD FILE

Please email your ad materials (PDF, JPEG, TIFF, or compressed folder with native files) to [ads@texasexes.org](mailto:ads@texasexes.org). Be sure to name your file before sending it with the advertiser name and issue date.

## CANCELLATIONS

Cancellation of any part of a contract voids all rate and position agreements. Neither the advertiser, the advertising agency, nor their agents may cancel after the closing date. No cancellations, changes, or insertion orders will be accepted by the Texas Exes after the closing date. If, by the materials deadline, the Texas Exes has not received copy deemed acceptable for publication, the Texas Exes may either repeat the advertiser's most recent ad that it has published or publish nothing, charging advertiser and/or advertising agency for any space reserved by them. The Texas Exes reserves the right to refuse any advertising and shall not be liable for damages if for any reason it fails to publish an advertisement. Texas Exes branding may not be used in any creative collateral.

## QUESTIONS

For technical questions regarding your ad and additional information regarding materials, contact:

Amber Byfield  
512-840-5640  
[ads@texasexes.org](mailto:ads@texasexes.org)



# DIGITAL ADVERTISING RATES

## Alcalde E-newsletter

70,000 Subscribers

26% Open Rate

E-news Top Banner ..... **\$1,650**

E-news Middle Banner ..... **\$1,200**

E-news Featured Advertorial .. **\$1,250**

E-news Bottom Banner ..... **\$950**

Available formats include animated GIF 600 x 250 pixels

The monthly *Alcalde* newsletter sends on the first Saturday of the month (if the first Saturday falls on the 1st, then the newsletter will send the following Saturday, on the 8th).

Ads for the monthly newsletter are due the Monday prior to send. For example, for the email sending Nov. 6, 2021, ads are due Nov. 1, 2021.

## Facebook

94,000 Followers

Sponsored Facebook Post. .... **\$1,500**

## Alcalde Homepage [alcalde.texasexes.org](http://alcalde.texasexes.org)

Premium Box (300x250px) ..... **VARIABLES**

*Pricing varies by package. Please contact Kristin Terk Belt for more information.*



RECOMMENDED IMAGE DIMENSIONS: 600x150px



Texas Exes with Blue Bell Ice Cream.

Paid Partnership · 

Some pretty amazing things happened in 1969. Texas won the Game of the Century. Longhorn Alan Bean became the fourth man to walk on the moon. And Blue Bell created Homemade Vanilla. For 50 years, Homemade Vanilla has been their most popular flavor and with good reason. It's a rich, homemade-tasting vanilla ice cream with a special hand-cranked flavor that's as good as gold. Find out more: <https://txex.es/bluebell>. #sponsored



RECOMMENDED  
IMAGE SPECIFICATIONS:  
150 dpi, 1:1 ratio,  
1080x1080px



RECOMMENDED  
IMAGE DIMENSIONS:  
400px wide

SPONSORED

### How You Can Invest in Venture Capital With Fellow Longhorns

Many people think that venture capital investments are only for celebrities and billionaires. And for the most part, they're right. The vast majority of VC shops are only open to institutional clients and the ultra-wealthy. Until now.

Introducing Congress Avenue Ventures—a VC fund for UT alumni and friends of the community. We'll build you a portfolio of ~30 innovative startups and venture-backed companies, diversified by stage, sector, and geography.

[Learn More](#)