

PROOF THAT
ORANGE
IS GOOD FOR YOU

2025-26 **Oregon Stater** Media Kit



Connect with Beavers and they'll connect with you.

Oregon State graduates are valuable prospects for your business or organization. Last year, recipients of the Stater magazine contributed \$200 million to Oregon State University, illustrating affinity, generosity and levels of discretionary income. Beavers care about their school and place value on its success. Chances are good they'll appreciate and reward you for doing the same. Read on.

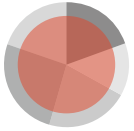
OSU graduates are:

- Champions for Oregon
- Outdoor enthusiasts
- Well traveled
- Avid readers
- Heavy media consumers

They like to:

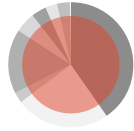
- Explore Oregon
- Go to concerts
- Visit museums
- Watch OSU sports
- Eat out
- Support those who support OSU

The *Oregon Stater* reaches more than 212,000 households over the course of the academic year, making it one of the largest circulation magazines in the state. Here's a little background on the people who receive it:



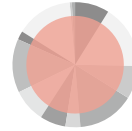
AGE

20-29	14%
30-39	21%
40-49	16%
50-59	14%
60-69	15%
70+	20%



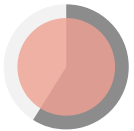
STATE

Oregon	59%
Washington	10%
California	9%
Texas	5%
Arizona	2%
Idaho	2%
Colorado	2%



OSU COLLEGE

Engineering	19%
Liberal Arts	17%
Business	16%
Health	11%
Science	11%
Agricultural Sciences	10%
Education	8%
Forestry	4%
Earth, Ocean, and Atmospheric Sciences	3%
Pharmacy	2%
Veterinary Medicine	1%



GENDER

Male	55%
Female	45%

Fast facts about the *Stater*:

Traditional printed magazine intended to keep graduates involved (and in love) with OSU.

Available online, promoted via email newsletter and published in a tablet-friendly version.

Reaches as many as 212,000 households of alumni and friends. Issues sent fall, winter and spring.



Alumni love their magazine so much that 73% keep the *Oregon Stater* for a month or longer.

Most don't simply receive the *Stater*; they spend 30 minutes or more reading each issue.

Regular elements include profiles of alumni; stories about science, culture, sports and OSU news; a Q&A with the university president and the popular alumni news section.

Oregon Stater



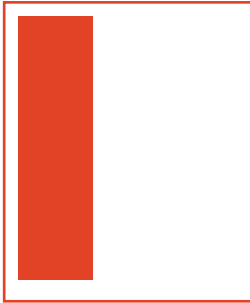
Full page

8.375 inches wide
10.875 inches tall
Bleed .125 all around



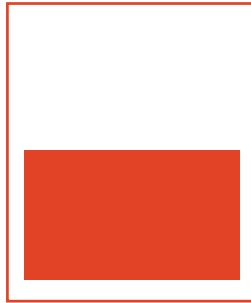
Spreads

Inquire



1/3 vertical

2.4891 inches wide
9.5833 inches tall



1/2 horizontal

7.25 inches wide
4.6342 inches tall

Ad rates for 2025-26
Discounts offered to annual contracts (3 ads/year)
Additional 5% discount extended to
OSUAA members and Oregon State entities

Location	1x	3x
Back cover	NA	NA
Inside front	\$5,291	\$4,589
Inside back	\$5,048	\$4,373
Spread	\$7,597	\$6,589
Centered spread	\$9,353	\$8,316
Full-page	\$4,221	\$3,666
Half-page	\$2,782	\$2,420
One-third	\$2,114	\$1,836

Inserts, etc.

Blow-in cards, bind-in cards, inserts and tip-ons available, including printing services. Insertion space is limited. Fees and availability upon request; contact us well in advance.

Oregon Stater Print & Digital Ad Bundle

Commit to an advertisement in all three issues and receive a **free sidebar ad** on the Stater website. (See p.6)

Upcoming issues and deadlines

Issue	Reserve space	Deliver ads	Issue mails
Fall 2025	5/29/25	7/10/25	8/21/25
Winter 2026	8/28/25	10/14/25	11/25/25
Spring 2026	1/6/26	2/12/26	4/3/26

(Subject to change)

Buyer Information

- This rate card information is for FY 2025-26.
- Mailings are sent directly to the preferred addresses of Oregon State University alumni and friends. Additional copies are distributed via other channels, including online and through a digital flipbook.

Extras

- No more than a 15% discount is offered to any advertiser.
- Specific page placement, when available, may be secured at an additional 10% fee.

General Rate Policies

- Advertisers will be protected for duration of contracts that are in effect at the time rate changes are announced. A service charge of 2% per month will be charged on all 30-day past-due accounts. If contract terms are not met, an adjustment will be made per rate frequency used. In the event collections are to be made, the OSUAA is not responsible for legal fees. Ad

agencies are not liable — the advertiser is held accountable and liable.

- All advertisers sign a contract committing them to the space reservation.

Production Details

- High-quality, print-ready PDF files prepared according to **separately provided specifications** are required.
- Among the specifications: **Only CMYK color is allowed. No spot color, no RGB.** Larger areas of solid black should be rich (or composite) black, at a mix of 60/40/00/100. To get an accurate OSU orange in the magazine, use 00/85/100/03. **Images should be at least 300 dpi.** Advertisers not meeting these requirements assume full liability for quality of final piece. We will gladly provide detailed specifications and optimized export settings for Adobe software.
- No ads will be available for other usage or removal from OSUAA office until after press time.

OSUAA Protective Clause

The OSUAA reserves the right to cancel or reject any advertising at any time. Also, the phrase "paid advertisement" may be added to any copy which, in the OSUAA's opinion, might be misread to simulate editorial matter. OSUAA will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict.

Oregon Stater Magazine

Travis Stanford
Stater Digital & Production Manager
541-737-2786 (please leave message)
advertise@osualum.com

Oregon Stater

Stater Digital Ad Rates for 2025-26

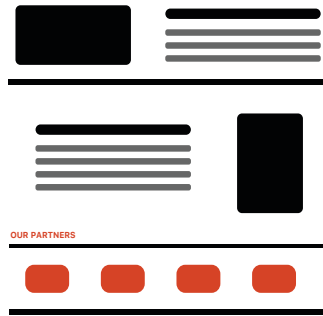
Oregon Stater Newsletter

Discounts offered to contracts for 3 ads/year
 Additional 5% discount extended to
 OSUAA members and Oregon State entities



Newsletter Banner

800 x 250 pixels
 Resolution: 72 DPI | Color Mode: RGB
 File format: JPG or PNG (max 150KB)
 *Advertiser to provide URL



Newsletter Footer Logo

Vector logo (EPS) preferred or high res
 PNG (400 pixels wide)
 *Advertiser to provide URL

Location	1 x	2x	3x
Middle Banner	\$749	\$649	\$499
Bottom Banner	\$599	\$499	\$349
Sponsorship (Footer Logo)	\$499	\$399	\$249

- *Prices are per newsletter placement (published three times per year).
- *Placement requests will be considered but not guaranteed and are subject to availability.
- *Rates are effective for FY 2025–26.
- *Current circulation 90,00-100,000 emails per issue.
- *Sent to all OSU faculty and staff, alumni and international alumni.



Website Sidebar Ad

Desktop: 300 x 600 pixels
 Mobile: 767 x 200 pixels
 Resolution: 72 DPI | Color Mode: RGB
 File format: JPG, PNG or GIF (max 150KB)
 *Advertiser to provide URL
 *Ad is dynamic and will cycle through ads

Oregon Stater Print & Digital Ad Bundle

Commit to a print advertisement in all three issues (3x) and receive a [free sidebar ad](#) on the Stater website.

*All ads are subject to the OSUAA Protective Clause on page 5.

541-737-2351 • 877-OStater

OregonStater.org

Advertise@osualum.com



Oregon State University
Alumni Association