



2018

# TECHNOGRAPH

## About Technograph

Technograph is Illini Media's quarterly magazine focusing on the latest trends and advances in science and technology and its impact on everyday life. Technograph covers such diverse, timely, and mainstream topics as the balance between network security and an individual's right to privacy, technological advances to measure head impact and concussion-like injuries in sports, how algorithms have improved prosthesis design, the development of new gels to effectively fight fires, the use of computer technology to improve crop efficiency, and the continued development of LEDs on campus.

Now produced by the award-winning staff of The Daily Illini, Technograph was first published in 1885 as Illinois Technograph, the magazine of the highly-ranked and internationally acclaimed College of Engineering at the University of Illinois, and the publication still dedicates much of its coverage to the ground-breaking research and technological advances done at the University.

## Technograph Circulation

The Technograph publishes four issues annually that are available free of charge. For each issue, 8,000 copies are distributed throughout campus inside The Daily Illini, reaching students, faculty, staff and visitors at UIUC.

## ADVERTISING RATES

	DEPT/RSO	1-2x	3-4x
<b>Front Interior Cover</b>	\$850	\$1,000	\$900
<b>Back Cover</b>	\$950	\$1,200	\$1,100
<b>Full Page</b>	\$300	\$600	\$450
<b>1/2 Page</b>	\$150	\$300	\$250
<b>1/4 Vertical Page</b>	\$100	\$175	\$130
<b>1/4 Horizontal Page</b>	\$100	\$175	\$130
<b>1/8 Page</b>	\$50	\$90	\$75

## PUBLICATION SCHEDULE

	Published	Ad Deadline
<b>Fall 2018</b>	09/20/18	08/31/18
<b>Winter 2018</b>	11/15/18	10/29/18
<b>Spring 2019</b>	03/07/19	02/18/19
<b>Summer 2019</b>	04/25/19	04/08/19

## BOOKLET SIZES

<b>1/2 Horizontal</b> 7.25" x 4.625"	<b>1/2 Vertical</b> 3.5" x 9.5"
<b>1/4 Horizontal</b> 7.25" x 2.25"	<b>1/4 Vertical</b> 3.5" x 4.625"
<b>Full Page</b> 7.25" x 9.5"	<b>1/8 Page</b> 3.5" x 2.25"

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