

You can sell to over 800 Fraternity Alumni for as little as



See the
Back Issues of
The THIRD DEGREE
at
www.alumni.psk-eta.com

Do You Offer:

ΦΣΚ

Phi Sigma Kappa

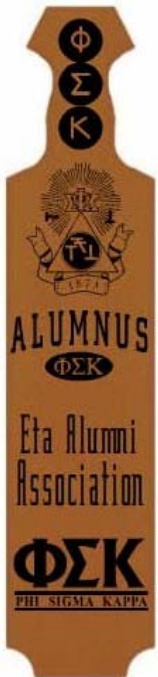
Fraternity Apparel
Fraternity Jewelry
Fraternity Gifts
Fraternity Keepsakes
Fraternity Merchandise



If your answer is "Yes", then you should advertise your business in the next issue of **The THIRD DEGREE**, the Journal of the Eta Alumni Association of Phi Sigma Kappa at the University of Maryland.

Rarely has an alumni association published an inaugural issue of 40 pages in full color. But, still more rare is the fact that these alumni have not really thought about wearing, displaying or even buying fraternity merchandise for several years.

The effort to re-colonize the Eta Chapter of Phi Sigma Kappa at the University of Maryland has been successful, and we are pleased to announce that our Charter has returned to College Park. And the effort to revitalize the alumni association has been incredible. Reach these potential customers, your potential new customers, by advertising in **The THIRD DEGREE**.

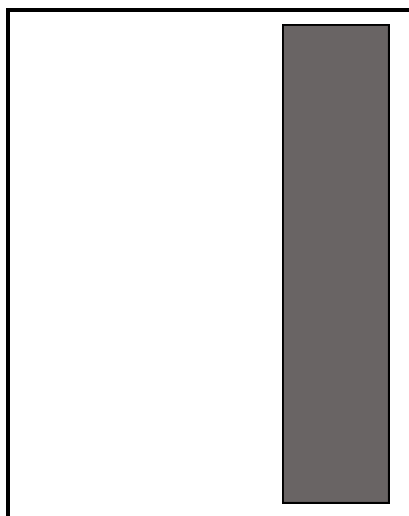


Why You Should Advertise NOW in The THIRD DEGREE

1. New Active Chapter - dormant for 6 Years
2. Chapter Growth Surpassing Expectations
3. Largest Paid Alumni Association in the USA!
4. Our Full-Color Alumni Association Magazine is Mailed to all Paid Members
5. Our Alumni Magazine is Available in both Printed and Online Versions
6. Inexpensive Ad Rates for a Highly-Targeted and Uniquely Interested and Motivated Prospect List
7. No Advertising Contracts - Advertise When You Want and as Large As You Want Issue-to-Issue
8. FREE Web Site Link for 120 Days For a Limited Time, We'll Promote Your Business on Our Website for FREE When You Advertise With Us!

Full Color ♦ 3 Sizes ♦ Easy

With ad costs like these, and a motivated list of prospects like ours, you can easily see why you should advertise your business in the next issue of The THIRD DEGREE, the Journal of the Eta Alumni Association of Phi Sigma Kappa at the University of Maryland. Once you've selected your ad size, our easy-to-use Advertising Reservation Sheet is just a page turn away!

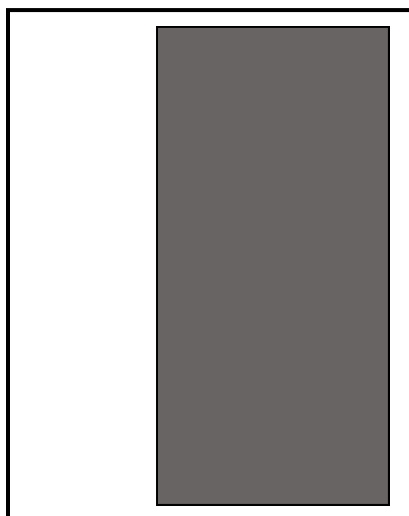


1/3 Page Vertical

\$100

**Mechanical Specs:
2.333" [w] x 10" [h]
.jpg, .eps or .pdf files**

FREE Web Site Link for 120 Days

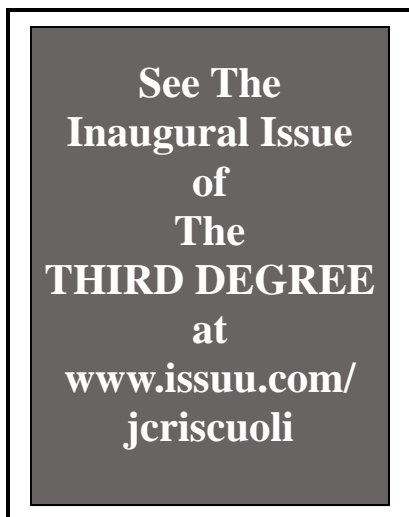


2/3 Page Vertical

\$150

**Mechanical Specs:
5.063" [w] x 10" [h]
.jpg, .eps or .pdf files**

FREE Web Site Link for 120 Days



Full Page

\$250

**Mechanical Specs:
7.5" [w] x 10" [h]
.jpg, .eps or .pdf files**

FREE Web Site Link for 120 Days



ADVERTISING RESERVATION SHEET

About You:

Dr. Mr. _____ First Name: _____ M.I.: _____

Last Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Bus. Phone: _____ Cell Phone: _____

Email Address: _____

This info will not be published, but may be provided to any party within Phi Sigma Kappa Eta Chapter and/or our National HQ, upon request.

About Your Advertisement:

Issue: Fall Winter Spring Summer

Full Page (\$250) 2/3 Page Vertical (\$150) 1/3 Page Vertical (\$100)

Premium Positions (please call 301-206-5472 to reserve these special placements)

Inside Front Cover (\$450) Inside Back Cover (\$350) Back Cover (\$500)

Yes, I want to advertise my business on the Eta Alumni Association Web Site with a Link to: http://_____

The Fine Print:

Electronic Artwork

Ideal format is high-resolution, composite files such as EPS, TIF, or PDF. PDFs must be generated at high resolution with fonts embedded. EPS supplied to the general specifications listed below automatically embeds fonts into the file. Document size of ad should be the same as the desired final size. No Bleeds are allowed. Line art must have an effective resolution of 600 dpi. Screened graphics (CMYK, Grayscale, Duotone, etc.) must have an effective resolution of 300 dpi. "Hairline rules," rules less than .5 point, must not be used. Colors in color palette must be Process color as TTD is printed in Process; spot color is not available. All graphics must be converted to CMYK. Do not embed EPS files within another EPS file. Nesting EPS files can cause output errors.

claims or lawsuits arising from libel, plagiarism, copyright infringement, etc., which may be predicated on the contents of ads placed. All advertising is included as a service to readers. Products/services mentioned carry no real or implied endorsement by TTD or The Eta Alumni Association of Phi Sigma Kappa.

File Submission

Files can be submitted on CD-ROM, DVD or PC-compatible Flash Drive. Compressed files (.zip) may also be e-mailed to alumni@psk-eta.com Digital files, black and white or color, must be accompanied by a PDF proof. TTD is not responsible for four-color reproduction if material is not proofed by the advertiser on 80-pound gloss text stock. Bleeds are not available. Disks must be labeled with advertiser name, ad headline, ad number, and contact person's name, address, and e-mail address or telephone number. Questions? Contact Joe Criscuoli, Senior Graphic Designer, at (301) 206-5472 or alumni@psk-eta.com

Closing Dates, Billing, Terms

Issue	Mails	Art Due	Must Cancel by	Must Reserve
Fall	Oct. 1	Sep. 16	Sep. 9	Sep.1
Winter	Dec. 15	Dec. 1	Nov. 18	Nov. 10
Spring	Jun. 1	May.13	May. 6	May. 1

Positions / Layout and Production

Ad position is the sole discretion of TTD except when a specific position is purchased. Position requests are honored on a first-come, first-served basis. Advertisers may be charged \$65 an hour if artwork manipulations are required.

Payment in full is due with your Advertising Reservation Sheet and will be considered evidence of your acceptance of all terms and conditions presented in this document. Ads are subject to acceptance by publisher. Advertiser/agency assumes liability for contents of ads, and agrees to indemnify publisher for any and all

Once complete, please mail this document with payment to:

Eta Alumni Association of Phi Sigma Kappa ♦ 12806 Silverbirch Lane ♦ Laurel, MD 20708