



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. It is available free of charge to all students, faculty, staff, and visitors at UIUC. For each issue, 8,000 copies are distributed throughout campus inside The Daily Illini, reaching students, faculty, and staff.



PUBLICATION SCHEDULE

	Published	Ad Deadline
Fall 2016	09/15/16	09/01/16
Winter 2016	12/01/16	11/10/16
Spring 2017	03/09/17	02/23/17
Summer 2017	04/27/17	04/13/17

LOCAL ADVERTISING RATES

COLOR: Just \$25 per ad.

	1-2x each	3-4x each	RSO
Eighth Page 3.5" x 2.25"	\$70	\$60	\$45
Quarter Page 7.25" x 2.25" or 3.5" x 4.625"	\$130	\$115	\$70
Half Page 7.25" x 4.625" or 3.5" x 9.5"	\$250	\$220	\$115
Full Page 7.25" x 9.5"	\$475	\$410	\$225
Interior Cover (Full Color) 8.25" x 10.75" (plus bleeds)	\$1025	\$920	\$800
Back Cover (Full Color) 8.25" x 10.75" (plus bleeds)	\$1140	\$1025	\$900



1/2 Horizontal
7.25" x 4.625"



1/2 Vertical
3.5" x 9.5"



1/4 Horizontal
7.25" x 2.25"



1/4 Vertical
3.5" x 4.625"



Full Page
7.25 x 9.5"



1/8 Page
3.5" x 2.25"