



Who We Are

NYU Alumni Magazine is a non-profit, general interest magazine published each semester by New York University.

NYU is part of the pulse of downtown New York City and the magazine reflects that energy, excitement, and creativity. NYU alumni form a veritable who's who among artists, writers, and entertainers, as well as statesmen, entrepreneurs, and scientists. From filmmakers Ang Lee and Spike Lee to Nobel Peace Prize winner Mohamed El-Baradei, NYU alumni are true newsmakers—which is why people are drawn to the magazine.

Since its start in 2003, the magazine has turned heads. In 2004, *The New York Times* counted it among a new wave of glossy alumni magazines that are "offering an impressive array of more worldly topics." In 2008, MinOnline, a media e-zine, observed that "Just one glance at the *NYU Alumni Magazine* provides an idea about the creative, forward-thinking content that lives inside." In a national competition among alumni publications, *NYU* won a Bronze Medal in 2006 for its profile of INTERPOL chief Ron Noble and a Silver Medal in 2007 for Best General Interest Magazine.

Advertising Media Kit 2011-2012

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The New York Times counted *NYU* among a new wave of glossy alumni magazines that are "offering an impressive array of more worldly topics."



King of the Water cooler

Rainn Wilson chats about the art of playing the oddball
BY RENEE ALFUSO/CAS '06



Who are our readers?

NYU Alumni Magazine is distributed across the country to nearly 200,000 alumni, faculty, and parents. Our readers are cosmopolitan, engaged with the world, and well-travelled. They tend to be taste-makers and trendsetters, and are savvy consumers of both high and popular culture.

175,000+ Circulation

150,000 alumni
5,000 faculty
20,000 parents

Education

All are college graduates
41 % have advanced degrees

Gender

51 % female
49 % male

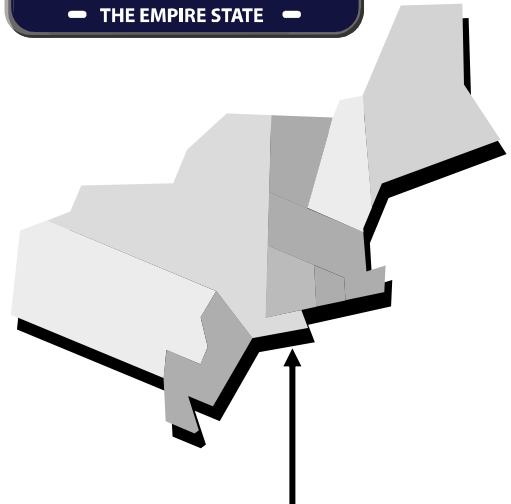
Location

82 % Northeast and Mid-Atlantic
39 % New York City
8 % South
7 % California

Readers by graduating class

1930s 4,220
1940s 12,346
1950s 17,192
1960s 19,952
1970s 21,150
1980s 33,419
1990s 41,697
2000s 43,856

39 percent of readers live in the five boroughs of New York City



82 percent of readers live in New England and the Mid-Atlantic states



Rates* 175,000 circulation base

| FOUR COLOR Size | 1x | 2x | Total (for 2 insertions) |
|--|-----------|-----------|---------------------------------|
| Full Page 9 x 10.875" | \$9,415 | \$8,475 | \$16,950 |
| Inside Covers 9 x 10.875" | \$10,000 | \$9,530 | \$19,060 |
| Back Cover 8.50 x 7" | \$6,500 | \$6,000 | \$12,000 |
| 2/3 Page 9 x 6.5" | \$7,530 | \$6,780 | \$13,560 |
| 1/2 Page 9 x 4.75" horizontal 3.75 x 10.875" vertical | \$5,885 | \$5,300 | \$10,600 |
| 1/3 Page 2.25 x 10.875" | \$4,715 | \$4,235 | \$8,470 |
| 1/4 Page 3.675 x 4.75" | \$2,355 | \$2,120 | \$4,240 |

| BLACK & WHITE Size | 1x | 2x | Total (for 2 insertions) |
|--|-----------|-----------|---------------------------------|
| Full Page 9 x 10.875" | \$7,050 | \$6,355 | \$12,710 |
| 2/3 Page 9 x 6.5" | \$5,650 | \$5,085 | \$10,170 |
| 1/2 Page 9 x 4.75" horizontal 3.75 x 10.875" vertical | \$3,765 | \$3,390 | \$6,780 |
| 1/3 Page 2.25 x 10.875" | \$3,180 | \$2,860 | \$5,720 |
| 1/4 Page 3.675 x 4.75" | \$1,300 | \$1,165 | \$2,330 |

*15 % discount for recognized advertising agencies

GIORGIA CORAZZI IN ONE OF HER COLLEAGUE'S LABS AT THE NEW YORK BOTANICAL GARDEN, WHERE CORAZZI AND STEPHEN WHEAT'S WORK AS PART OF CORAZZI'S NEW YORK PLANT GENOMICS CONSORTIUM COULD HELP FILL SOME GAPS IN OUR UNDERSTANDING OF EVOLUTION.



BY SAMME CHITTUM

the secret gene garden

How a scruffy weed may be the key to understanding human genomes—and ultimately, to curing disease

It has been called the year of the genome. In June 2000, rival teams of scientists from the United States met at the White House and unveiled a working draft of the human genome. Shakespeare's "prongs of ass" had been sequenced in its entirety & proved a hard act to follow.

Undaunted, an international team of molecular biologists pooled in with their own parallel mission: sequence and map an entire plant genome. Although the human genome is far more complex, the plant genome posed its own set of challenges. Its DNA, crisscrossed in cell walls made of cellulose, was actually more difficult to extract. Still, later that same year, the December issue of the journal *Nature* featured exciting news: a distinctive member of the mustard family, *Arabidopsis thaliana*, had become the first plant to yield its genome to science.

If you were to happen upon the weed-like *Arabidopsis* in your garden, who would blame you for meddling upon it or tending it aside without a thought. Yet in the hands of molecular biologist Georgia M. Corazzi, the humble seed-bearing plant, known as mouse-ear cress, is fulfilling its role as the "model plant" of biotechnology.

In 1988, Corazzi, then of NYU's biology department and responsible for the development of its Center for Comparative Functional Genomics, received international recognition when she discovered that *Arabidopsis* has a signaling mechanism similar to one in the human brain. Since then, Corazzi, who is also the Cornell and Milton Petrie Professor of Biology, has continued to investigate how the information in genomes makes plant systems work. In doing so, she and her team of researchers have uncovered new and startling links between plants and people, showing, for example, that certain plants share genes with humans they don't share with other plants.

Although science uses its entire genomes at its disposal, little is known about how the DNA of a plant or animal actually works to sustain living systems. Hence the recent emphasis on "systems biology," which focuses on entire networks of genes. This new field holds promise for making profound connections between plants and animals—and

humans. As an added bonus, many of these processes are far easier to study in plants than in humans or animal models. And many of the important genes in *Arabidopsis* have their counterparts in humans.

Does this mean we're more like plants than most of us could imagine? Will studying how a gene in a leaf signals a gene in a root give us information about how human genes communicate? It's possible to learn how to live longer and fend off such diseases as cancer and Alzheimer's by studying plants? The short answer to all of the above is yes.

A visitor to Corazzi's spacious 19th-floor office overlooking Washington Square Park can't help but notice what it lacks: any sort of potted flower. The same is true of her other office, a modest working nook adjacent to her lab in the Waverly Building. In fact, Corazzi does not particularly care for plants as whole organisms. While most of us are content to view them as edible, decorative or medicinal, Corazzi finds treasure in how plants function at a genetic level, and in the intricate, molecular and regulatory networks that serve as their for-forgo communication systems.

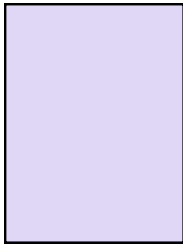
"None that scientists 'can sequence any genome on earth we want,'" Corazzi says, they are analyzing the collaborative work of genes within networks. Think of them as hubs and pathways in the busy lives of genes as they signal, chatter and act, directing plant development. Her research team, which includes other NYU professors, visiting professors and post-graduate students, focuses on gene networks regulated by the viral nitrite, nitroargin. In 2001, Corazzi and her research team started off the new millennium with a \$3.2 million grant from the National Science Foundation (NSF) to fund her last project, *Arabidopsis* 2010: Nitrogen Networks in Plants. The goal of the project is to identify the function of all the 25,000-plus genes in *Arabidopsis*. Although *Arabidopsis* is not a crop plant, Corazzi's work holds promise for improving important crops because the functional genes in *Arabidopsis* have their counterparts in more complex plants, including wheat, corn and rice. Her work on genes that control simi-

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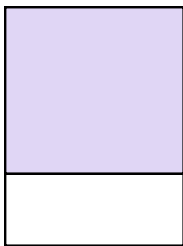
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Ad Orientations

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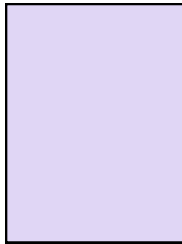


Inside Covers
9 x 10.875"

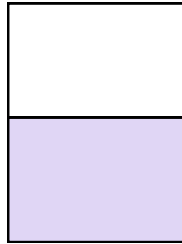


Back Cover
8.50 x 7"

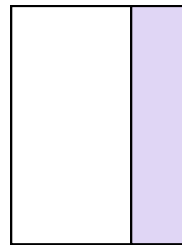
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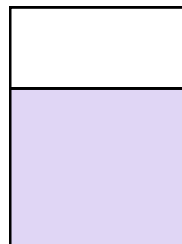
Full Page
9 x 10.875"



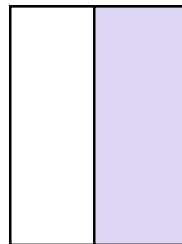
1/2 Page Horizontal
9 x 4.75"



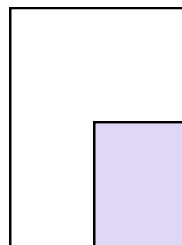
1/3 Page
2.25 x 10.875"



2/3 Page
9 x 6.5"



1/2 Page Vertical
3.75 x 10.875"



1/4 Page
3.675 x 4.75"

2011-2012 Production Schedule

| Issue | Insertion Order Due | Materials Due | Approx. Mailing Date |
|-------------|---------------------|---------------|----------------------|
| Spring 2011 | January 10 | February 18 | April 4 |
| Fall 2011 | July 11 | July 29 | October 5 |
| Spring 2012 | January 9 | February 17 | April 6 |



Advertising Insertion Order

Advertiser Information

Advertiser Name

Address

City, State, Zip

Phone

Fax

Contact Person (or Agency Name & Contact)

Email address

Please indicate issue(s):

Fall 2010

Spring 2011

Fall 2011

Spring 2012

Select style, size and orientation:

COLOR:

- Front inside cover
- Back inside cover
- Back cover
- Full page
- 2/3 page (horizontal)
- 1/2 page (horizontal)
- 1/2 page (vertical)
- 1/3 page (vertical)
- 1/4 page

B & W:

- Full page
- 2/3 page (horizontal)
- 1/2 page (horizontal)
- 1/2 page (vertical)
- 1/3 page (vertical)
- 1/4 page

Production Specs

NYU Alumni Magazine is printed by 4-color web on FSC-certified paper, and is perfect-bound.

Bleed: Add 1/8" to all sides (for example, full page ad with full bleed should measure 9.25 x 11.125")

Screen: 133 recommended

Color: CMYK

Material Requirements

Art should be submitted via CD or email as a high-resolution (at least 300 DPI) PDF, Acrobat v. 5 or 6.

Advertising Terms

- 15% discount for recognized advertising agencies
- Content is subject to approval
- Insurance, travel, credit cards, alcohol, and other higher education institutions are prohibited from advertising in this publication
- Payment is due upon submission of materials

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