

Shield & DIAMOND

of PI KAPPA ALPHA

Advertise in Pi Kappa Alpha's celebrated magazine today!

Pi Kappa Alpha's magazine, the *Shield & Diamond*, is one of the strongest connections to the Fraternity for many of our members. It has been in print for more than 100 years and currently circulates at more than 84,000 copies annually.

New for 2011, we have made several key improvements to the industry's leading magazine:

- An increase in paper weight and quality
- Upgrade in binding quality to a "perfect bind"
- Addition of a new online version of the magazine posted on the website
- Continued overall decrease in advertisement pricing rates
- A 10% discount for advertisements in consecutive issues
- Open negotiation for annual packages and placement



Some of the benefits of advertising in the *Shield & Diamond* include:

- Exposure to Pi Kappa Alpha's membership base across all of North America
- The ability to communicate to both college students and alumni alike
- Targeted marketing to an audience of engaged Pi Kappa Alpha members
- Added value through inclusion in the online version (hyperlink capabilities)
- An increased return on your investment

In addition to competitive pricing, Pi Kappa Alpha is actively looking to further strengthen our relationship with all licensed vendors by offering you an opportunity to advertise in our magazine at *a reduced rate!*

[Please follow this link or visit our web site to view current and past issues of the magazine!](#)

For more information or a copy of the *Shield & Diamond*, please contact Justin True, Associate Director of Communications & Marketing at (901) 748-1868 ext. 140 or jtrue@pikes.org.



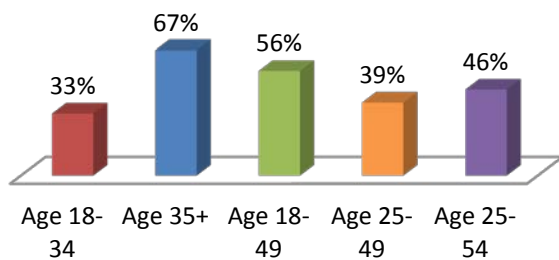
Pi Kappa Alpha International Fraternity is a Greek letter, secret, college, social fraternity. It is composed of men who share similar ideals of friendship, truth, honor, and locality. Today it we currently have over 250,000 lifetime initiates, over 230 active chapters, and boast the largest average chapter size among many other prominent statics. To date the Shield & Diamond our quarterly publication is the oldest running fraternal magazine.



Today, The Shield & Diamond stands as a historical record of the Pi Kappa Alpha Fraternity, fosters communication amongst Fraternity members and adds to their enjoyment of their Fraternity experience. It informs the Fraternity's members about chapter, alumnus, alumni association and chapter housing news, as well as Foundation and Pike University programs.

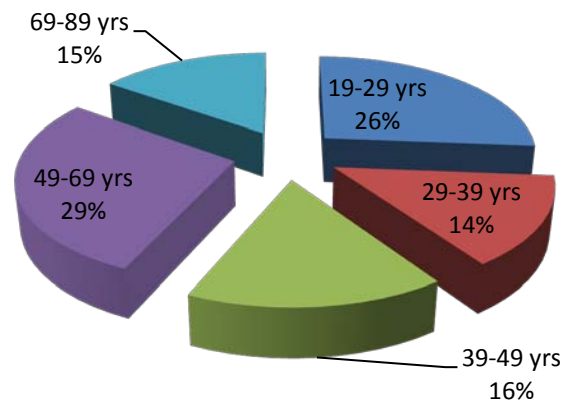
The Magazine is sent to a large audience consisting primarily of print readers and a very fast growing audience of online readers. Over 21,000 copies are mailed quarterly to readers between the United States and Canada.

Age Demographics

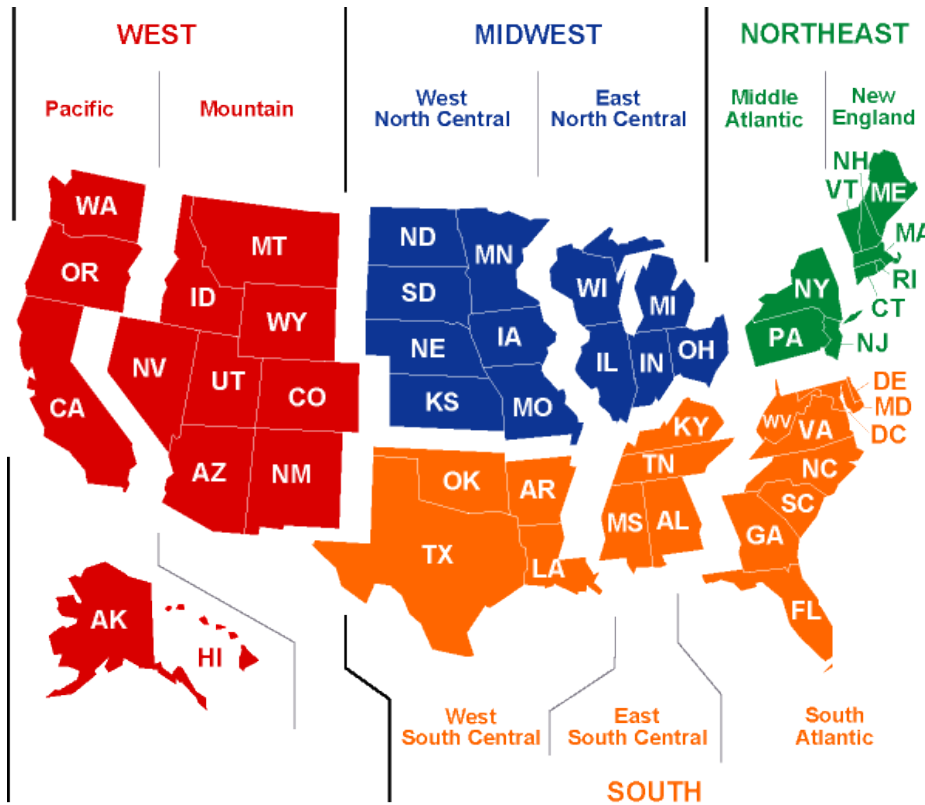


Median Age: 29.6 years old

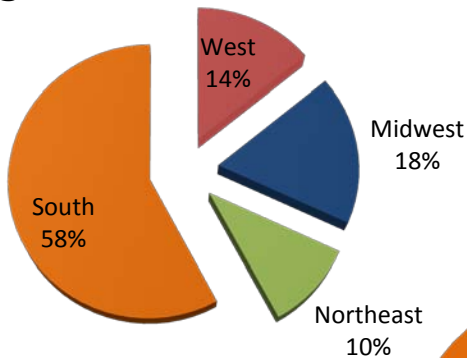
Age Breakdown



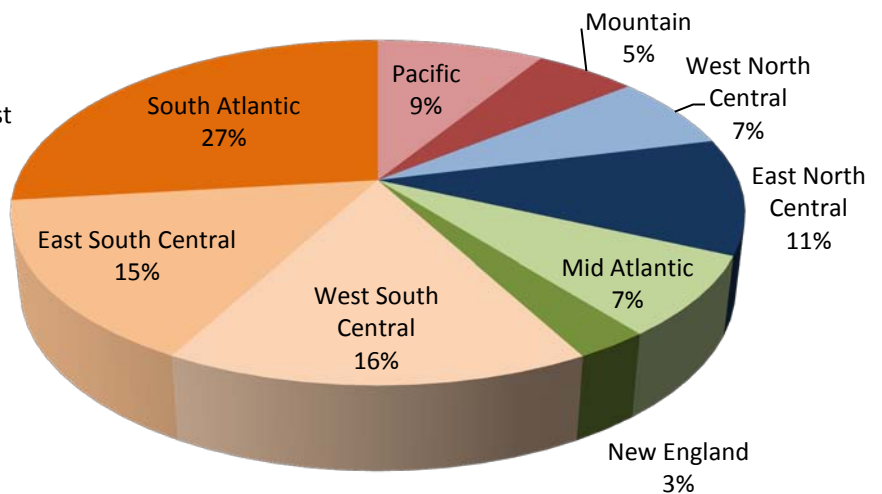
Regional & sub-regional charts display where Pi Kappa Alpha's Shield & Diamond recipients reside around the country



Regional Breakdown



Sub-Regional Breakdown



Shield & DIAMOND

of PI KAPPA ALPHA

Advertising specifications, Production & Pricing information

Publication: Shield & Diamond Circulation: Quarterly

Advertising dimensions:

Page Trim Size: 8.375" x 10.875"

	Width		Height
Full Page (no bleed)	7.2"	x	9.5"
Full Page w/full bleed (allows ¼" beyond trim - all sides)	8.875"	x	11.375"
Half Page	7.2"	x	4.7"
Half Page w/bleed, 3 sides	8.875"	x	5.6"
Quarter Page	3.622"	x	4.7"
Third Page	2.25"	x	9.5"
Sixth Page	2.25"	x	4.7"

ADVERTISING RATES PER ISSUE:

Circulation: Approximately 21,000 printed issues
Plus digital online edition

LICENSED PI KAPPA ALPHA VENDORS:

(Vendors selling Pi Kappa Alpha merchandise must be licensed to do so, and receive special discounted pricing for magazine advertisements.)

Back Cover	\$2000
Inside Back Cover	\$1000
Full Page	\$600
Half Page	\$350
Third Page	\$250
Quarter Page	\$200
Sixth Page	\$150

SERVICES AND NON-PIKE MERCHANDISE:

Back Cover	NA
Inside Back Cover	NA
Full Page	\$800
Half Page	\$450
Third Page	\$350
Quarter Page	\$250
Sixth Page	\$200

- 10% discount will be given to advertisers who pre-pay for consecutive issues
- If selling products that use Pi Kappa Alpha trademarks, vendor must first become licensed before ads are accepted. Contact Justin True, Associate Director of Communications & Marketing at 901-333-2769 or jtrue@pikes.org for more information.
- Ads for non-Pi Kappa Alpha merchandise may be accepted at editor's discretion.

Categories & restrictions:

Ads for Pike merchandise	Yes
Ads for Pike member services	Yes
Ads for schools	Yes
Ads for non-Pike merchandise	Yes
Ads for credit cards	No
Alcohol ads	No
Tobacco ads	No
Sexual ads	No
Political ads	No
Firearms ads	No

All advertising is subject to the discretion of the editor.

Production specifications:

Trim Size:	8.375" X 10.875"
Printing Process:	Web Offset
Binding:	Perfect Bound
Bleeds:	At Least ¼" Past Trim
Screen Ruling:	133 Line Screen

Electronic file requirements:

- Files may be received via email to jtrue@pikes.org or on CD.
- Ensure image is CMYK and a minimum 300 dpi at full-size.
- Preferred format: PDF, .TIF or Adobe Illustrator
- Include all imported images and all fonts with native format files.
- Include a hard-copy color print-out of file for reference.
- Missing items may result in additional charges.



Four steps to advertising in the Shield & Diamond:

- Contact Justin True, Associate Director of Communications & Marketing at 901-748-1868 ext. 140 or jtrue@pikes.org and request ad placement.
- New advertisers: Send us a rough mock up of the ad you intend to run for approval.
- Or design assistance at an extra charge.
- Arrange your space reservation order.
- Send us your finished ad PDF and TIF formats are preferred.

Deadlines:

Ad materials must be received by the following deadlines unless arrangement is made with the editor.

Winter issue (late Dec.) October 15
Spring issue (late March)January 15
Summer issue (late June)..... April 15
Autumn issue (late Sept.)July 15

Inquiry or questions should be directed to:

Justin True, Associate Director of Communications & Marketing
 8347 West Range Cove
 Memphis, TN 38125
 Phone: 901-333-2769
 Fax: 901-748-3100
 Email: jtrue@pikes.org

Cancellations:

If, for any reason, an advertisement is cancelled after the closing date, the publisher reserves the right to charge for the advertisement without running it or to repeat a previous advertisement at full rate.

Conditions:

The advertiser acknowledges that acceptance, editorial content and placement of all submitted advertising is at the discretion of the editor of the Shield & Diamond. The Shield & Diamond reserves the right to refuse any advertisement for any reason, at the discretion of the editor. All copy and illustrations will be published with the understanding that the advertiser has secured the proper written consents for the use of names, pictures and testimonials of any person alive or dead and that the Pi Kappa Alpha Fraternity is hereby fully authorized to publish and to cause publication of such material. The advertiser hereby indemnifies and agrees to hold harmless the Shield & Diamond and Pi Kappa Alpha Fraternity, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertising right of privacy, copyright infringement or plagiarism. The Shield & Diamond and the Pi Kappa Alpha Fraternity assume no responsibility for the performance of advertised products and for delivery of the same.

Placement of advertising:

All advertising is subject to review by the editor and the Pi Kappa Alpha Fraternity. The editor reserves the right to reject at any time any advertising for any reason, or to limit the advertising content in any edition without liability, even though previously acknowledged or accepted. With the exception of Back Cover and Inside Back Cover ads, advertising will be placed throughout the Shield & Diamond at the discretion of the editor.

