



Alcorn
State University

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APR 11 2018

April 10, 2018

Honorable George Flaggs, Jr.
Mayor
City of Vicksburg
P.O. Box 150
Vicksburg, MS 39181

Dear Mayor Flaggs:

Thank you to the City of Vicksburg for your unwavering support of Alcorn State University. We extend special gratitude for your participation, over the last few years, as an ad sponsor in our award-winning publication *Alcorn, The University Magazine*.

Soon we will publish our Spring 2018 Edition of the university magazine and look forward to showcasing the City's great hospitality, support and strengthened partnership with Alcorn to our readers. The magazine will feature a tribute to President Alfred Rankins, Jr. tenure and his promotion to Commissioner of the Mississippi Institutions of Higher Learning. As you know, this is a significant appointment in the history of the state of Mississippi and Alcorn in particular.

Per our conversation earlier this year, I wanted to reach out and formally request the City of Vicksburg's sponsorship of a \$2,500 full-page, full color, inside back cover ad in the 2018 Spring Edition of *Alcorn, The University Magazine*. For your records and information, I have enclosed a copy of the City of Vicksburg's ad that was used in the Spring 2017 magazine. Per your instructions, we intend to use this same ad again in the 2018 magazine.

Again, thank you for your kind attention and consideration of this request. Please feel free to contact me at (601) 877-6296 or email mdward@alcorn.edu if you have any questions. I look forward to hearing from you soon.

Sincerely,

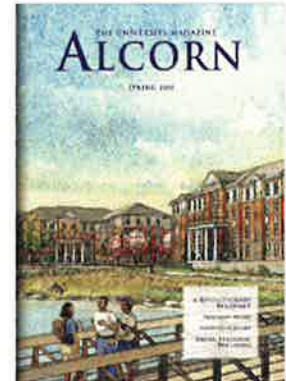
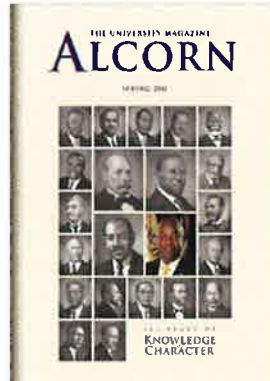
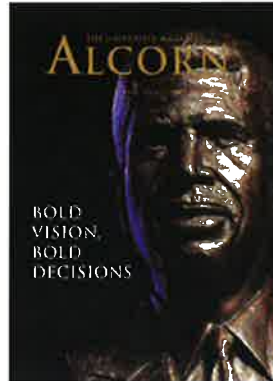
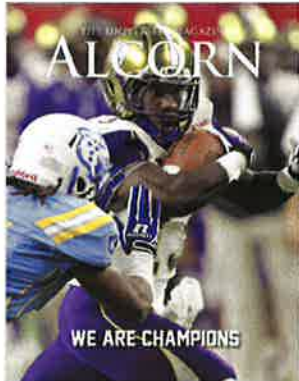
A handwritten signature in blue ink, appearing to read "Marcus D. Ward".

Marcus D. Ward
Vice President



Alcorn®

ALCORN MAGAZINE
ALCORN STATE UNIVERSITY



ALCORN MAGAZINE AD SPECIFICATIONS

Full Page Ad

Trim: 9" x 11.5"

Bleed: .125" offset from trim

Safe area: .5" inset from trim to match magazine

4 color process

Price: Back Cover \$3,000

Inside Back Cover \$2,500

Full Page \$1,000

Acceptable File Format:

Preferably PDF but will accept JPEG, native Photoshop, InDesign, Illustrator, TIFF or EPS files; output resolution must be 300 dpi; composite CMYK; resolution for color and grayscale images is 300 dpi; fonts embedded and converted to outlines; trim marks should be marked clear for trim and include bleed.

Guidelines:

Allow minimum 0.125" on all sides for bleed ads; reverse type or 4/C Black text smaller than 10 pt and any solid type smaller than 6 pt cannot be guaranteed for perfect registration or readability; white color objects cannot be set to overprint. Ads that do not meet the min. 300 dpi will not be accepted.

Submit Files:

Please email all ads to: news@alcorn.edu

Make checks payable to and on memo line acknowledge University Relations account.

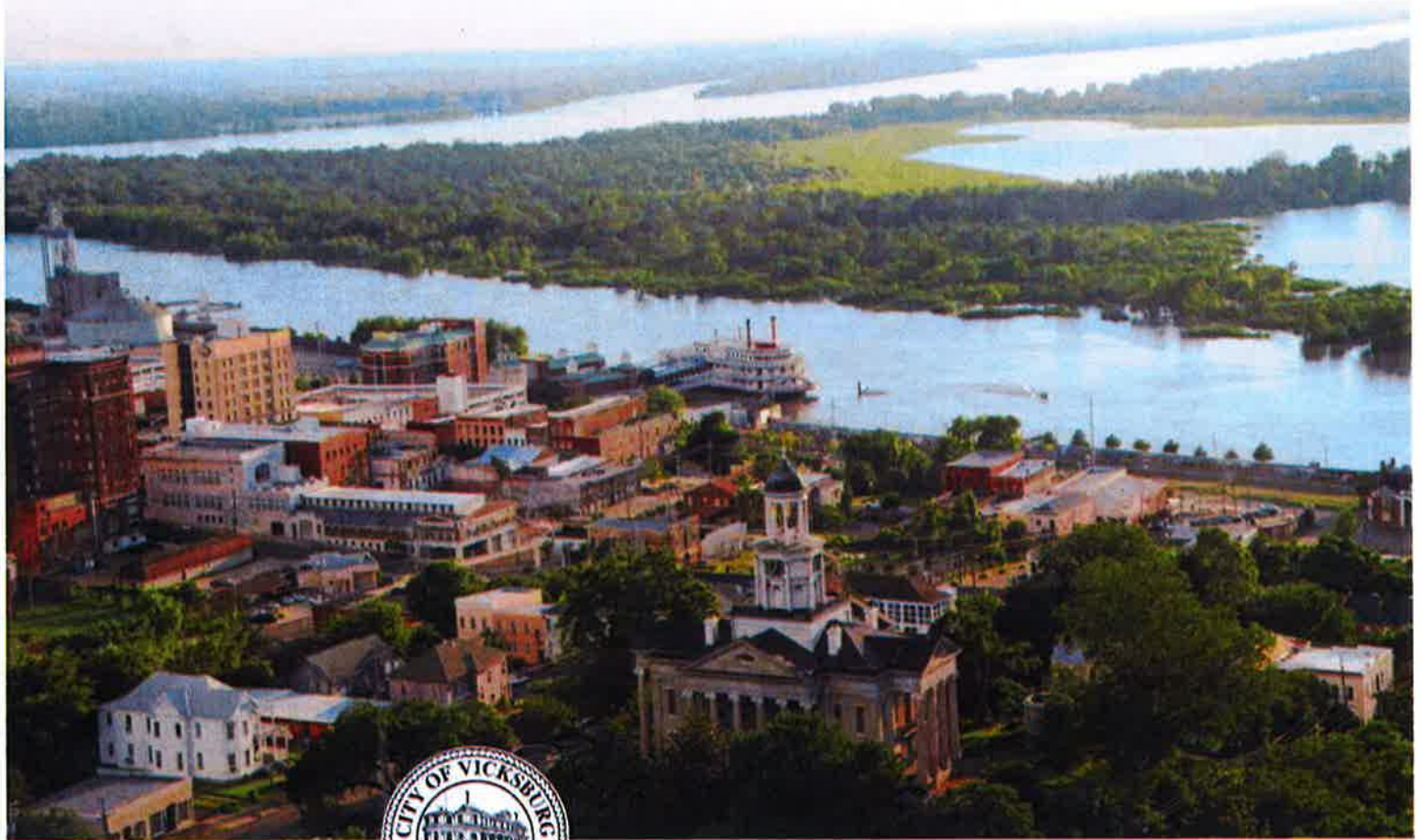
ASU Foundation, Inc.

1000 ASU Drive #810

Lorman, MS 39096-7500

Welcome to Vicksburg

Alcornites, join us in Vicksburg, a city of history, hospitality and so much more. Whether you are here to cheer on the Braves in action or attend alumni reunions, academic events or graduation, we want to help you make your own history that will last long after you leave Vicksburg. You can't do Vicksburg in just one day. To experience it all, plan to stay!



City of
VICKSBURG

www.vicksburg.org