



The Stanford Business Reporter

Advertising Information and Rate Sheet

2007–08 Academic Year

Ad sizes for print advertising (w x h):

¼ page: 4 3/4" x 5 3/4"

½ page: 9 2/3" x 5 3/4"

Full page: 9 2/3" x 12 1/6"

Full spread (2 pages): 20 2/3" x 12 1/6"

To email print advertising or mailbox stuffing materials, or to contact us:

reporter@gsb.stanford.edu

To mail flyers:

Stanford Business Reporter
Stanford Graduate School of Business
518 Memorial Way
Stanford, CA 94305

2007-2008 Publishing Dates:

October 15, 2007

Welcome back issue

November 5, 2007

December 3, 2007

January 14, 2008

Summer internship issue

February 11, 2008

March 3, 2008

April 21, 2008

May 12, 2008

June 2, 2008

Special graduation issue

The *Stanford Business Reporter* is the official student newspaper of the Stanford Graduate School of Business. Published every three weeks, the *Reporter* is distributed to the entire GSB community of 1,500 student, staff, and faculty.

The *Reporter* offers recruiters and other organizations unmatched access to business leaders of today and tomorrow. Whether the goal is to strengthen your firm's brand or expose students to new opportunities and careers, we can help.

Print Advertising

Size	Black & white	Color
¼ page	\$450	\$850
½ page	\$850	\$1,250
Full page	\$1,250	\$1,600
Back page	N/A	\$2,000
Full spread (2 pages)	\$2,000	\$3,000

Please submit ads via email in high-resolution PDF format no later than 7 days prior to publication date.

Student Mailbox Stuffing

Student mailbox stuffing is an effective and convenient way to reach students and can differentiate your messages from those sent electronically. The *Reporter* can distribute flyers to MBA1s, MBA2s, or both.

MBA1 or MBA2 only \$500

MBA1 and MBA2 \$900

Either distribution includes B&W 8.5x11 photocopying

Flyers can be emailed in high-resolution PDF format or as a Word document. If you prefer to send hard copies of flyers or other materials, please notify us via email and specify the desired audience and stuffing date.

Design

The *Reporter* offers affordable, full-service graphic design services to assist you in tailoring your communication. Please email for more information.

Design fees \$60/hour

Advertising Information and Rate Sheet 2007–08 Academic Year

GSB Class Profile

Median Age: 27

Citizenship:

63% United States

37% International

Gender:

68% Male

32% Women

Top Job Placements:

14% Management Consulting

14% High Tech

8% Investment Banking

7% Venture Capital/Private Equity

Spending Potential Upon Graduation:

\$160,000 Median Total Compensation

\$110,000 Median Base Salary



PHILIP STENBERG, Editor-In-Chief
 ALY HADIBHAI, COO
 CRISTOBAL UNDURRAGA, CMO
 ERIK MACE, Designer

Corporate Plans

The *Reporter* offers several packages that offer a collection of our services at preferential rates.

MBA Awareness: \$2,000

- 2 half-page B&W ads (see below for example)
- 1 direct mail to all MBA students (Company to provide 800 copies of printed materials for distribution)

MBA Keep-in-Touch: \$4,000

- 3 half-page B&W ads
- 1 half-page color ad (see below for example)
- 1 direct mail to all MBA students

MBA Build-your-Brand: \$6,000

- 4 half-page B&W ads
- 2 half-page color ads
- 1 full page B&W ad (see below for example)
- 2 direct mailings to all MBA students

one presentation
 limitless possibilities

**[MERRILL LYNCH COMPANY
 INFORMATION NIGHT]**

Stanford 1st and 2nd Year MBA Students are invited to attend:
 DATE: October 11th
 TIME: 8:00 - 8:00 pm
 VENUE: Lower Arbutus, GSB South Building

Merrill Lynch offers you unparalleled opportunities to build your career. Our premier brand and global capabilities create a strong foundation for you to explore a range of diverse career options. At the presentation you'll find out about our opportunities - and why it's a great time to join us.

For to attend, contact us at the presentation together.

Investment Banking
 Merrill Lynch is an equal opportunity employer.

m.com/careers

Example half-page B&W ad

**Making companies
 more valuable**

**Bain & Company welcomes the
 newest members of our team
 joining us for the summer!**

Naomi Chow Melanie Wood
 Avishai Shoham Sonia Yu
 Dafina Toncheva

BAIN & COMPANY
 For more information, please visit www.bain.com
 An equal opportunity employer

Example half-page B&W ad

congratulations

to all the 2007 Stanford GSB and Sloan graduates, with a warm welcome to those who will be joining Booz Allen full time...

- Deepak Marda - Daniel Sujo - Shan Yeh

...and to our summer interns joining us in June

- Diego Abril Fedrigo - Steffen Gnegel - John Kucera
 - Sara Caleffi - Corey Harris - Portia Li
 - Adriana Dahik Looor - Nishant Khatri - Sarah Rachlin

Booz | Allen | Hamilton
 delivering results that endure

Example half-page color ad

JPMorgan

**SIX NAMES
 AS VALUABLE
 AS OUR OWN**

YOU DON'T BUILD A 200-YEAR HISTORY OF EXCELLENCE IN INVESTMENT BANKING WITHOUT LEARNING A FEW THINGS. LIKE HOW TO RECOGNIZE PEOPLE WITH EXCEPTIONAL QUALITIES, AND THE IMPORTANCE OF CELEBRATING AND REWARDING THEIR PERFORMANCE WHEN THEY ARRIVE. THE SIX STANFORD GSB STUDENTS BELOW WILL BE JOINING US AS SUMMER OR FULL-TIME ASSOCIATES. CONGRATULATIONS TO THEM TODAY, AND FOR THE FUTURE.

FULL-TIME ASSOCIATES
 ZOE TANANBAUM • GENE BAAH

SUMMER ASSOCIATES
 SARAH GARRETT • LEO YAMAMOTO • RENATA STREIT • KARSTEN LOOSE

jpmorgan.com/careers

THIS IS WHERE YOU NEED TO BE.

Example full-page B&W ad

Experience Lehman Brothers...

Lehman Brothers is proud to be a part of the
2006 Stanford GSB Career Conference

Please join us for smoothies and sandwiches before the conference!
 Wednesday, November 8, 2006
 12:00 pm - 1:00 pm
 Birds Courtyard

To learn more about the opportunities we offer, visit www.lehman.com/careers/

LEHMAN BROTHERS

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Example half-page color ad