The Aurora

Sigma Gamma Rho
Sorority Incorporated

Established
1922 at Butler University

Classification
Nonprofit service and social organization

Membership
More than 85,000

Divisions
Five Regions: Central, Northeast, Southeast, Southwest, Western

Service
More than 500 chapters in the United States, Bermuda, the U.S. Virgin Islands and the Bahamas

The Aurora

First published in 1927, *The AURORA* has a long tradition of providing information that and inspires the membership of Sigma Gamma Rho Sorority Inc., its affiliate organizations and the public about health, educational, social and political issues that directly affect the family and women specifically.

***The AURORA* also highlights achievements of individual members and chapters that give life to the sorority's slogan, "Greater Service, Greater Progress."**

***The AURORA* strives to keep abreast of changing needs and interests of its audience. Sigma women are college educated professionals, executives, entrepreneurs and matriculating college students that are redefining the role of women in today's society.**

***The AURORA*'s readership is estimated to be more than 10,000 with free distribution to the membership, over 200 colleges and universities, the National Pan-Hellenic Council – which represents the other eight historically African-American sororities and fraternities – members of the National Inter- Fraternity Council and various national libraries and civil rights organization, as well as to individual subscribers.**

Corporate/National Advertising Rates

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Half Page	$1,200
Inside Back Cover	$2,500
Inside Front Cover	$2,500

A frequency discount is available for advertisers desiring a 3-time run.

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- Trim Size: 8-1/2″ x 11″
- Live area: 7-3/4″ x 10-1/4″
- Bleed: 1/8″

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- 7-3/4″ x 5-1/8″ (horizontal); no bleed

Artwork:

Preferred digital artwork accepted:
- High Resolution PDF for print (embed fonts)
- JPEG (300 dpi)
- TIFF (300 dpi)
- Adobe Illustrator file (fonts outlined)

Frequency and Deadlines:

The AURORA is published three times a year

Fall–Winter	July 15
Winter–Spring	November 15
Spring–Summer	March 15

Remit all ad materials to:

The Aurora
Sigma Gamma Rho Sorority, Inc.
1000 Southhill Dr., Suite 200
Cary, North Carolina 27513-8628
Telephone: 888/747-1922

or send artwork electronically to:
theauroramag@sgrho1922.org