

UMass Amherst ALUMNI ASSOCIATION

2010-2011 Advertising Rate Card

June 2010



A vibrant part of the campus community, the UMass Amherst Alumni Association serves over 225,000 alumni and provides a network for alumni to contact and socialize with each other, expand their professional skills and add value to their degree.

The Alumni Association hosts almost 300 on and off-campus events every year, including social functions, educational forums and athletic receptions. Invitations and announcements are sent to alumni by email broadcast, direct mail, and posted on social media sites as well as listed in **@UMASS**, the Association's monthly eNewsletter.

Events and other timely announcements are also promoted in our student monthly eNewsletters, **Student @UMASS** and **Graduate Student @UMASS**. These are prime outlets for local businesses to use in promoting their business or special offers.

Over 60 events are held each academic year in Memorial Hall for current students and/or alumni. The Alumni Association accepts placement* of advertising materials in Memorial Hall and in the Alumni Association reception area for vendors that meet university and Alumni Association criteria.

@UMASS eNewsletter

Reaches approximately 85,000 alumni

Tile ad (160px wide, height variable up to 300px)

Three months\$250 per month
Six months\$225 per month
Twelve months\$200 per month

Half-banner ad (400 x 100 px)

One insertion\$400
Three insertions\$375 each
Six insertions\$350 each

Student @UMASS eNewsletter

Reaches approximately 20,000 undergraduate students

Half-banner ad would be (256px x 170px)

One insertion\$125
Three insertions\$110 each
Six insertions\$100 each

Full-banner ad (540px x 120px)

One insertion\$175
Three insertions\$150 each
Six insertions\$125 each

Graduate Student @UMASS eNewsletter

Reaches approximately 5,000 graduate students

Half-banner ad (256px x 170px)

One insertion\$100
Three insertions\$85 each
Six insertions\$75 each

Full-banner ad (540px x 120px)

One insertion\$150
Three insertions\$110 each
Six insertions\$100 each

UMassAlumni.com

Home page tile ad (140 x 100 px) and one inside page tile ad up to (170 x 125 px)

Three months\$750 per month
Six months\$650 per month
Twelve months\$550 per month

Email broadcasts

Banner ad at foot of email (583 x 60 px)

- Distribution is specific to Alumni Clubs and their associated regions.
- Call Norma Heim at 413-577-0312 for more information on specific areas you wish to target.

Placement of Promotional Material in Memorial Hall*

*Must be approved prior to placement

September – May: \$100 per month

As a value-added incentive, the Alumni Association provides you with discounted rates when you combine 2 or more channels for advertising your product with us.

- Advertisers that combine channels with a minimum of two 3-month contracts receive a 10% overall discount.
- Advertisers that combine channels with a minimum of two 6-month contracts receive a 15% overall discount.
- Advertisers that combine channels with a minimum of two 12-month contracts receive a 20% overall discount.
- In addition, sponsors of one Tailgate Tent receive a 10% discount on other channels of marketing, and sponsors of two or more Tailgate Tents receive a 20% discount on other channels of marketing.

Note: All value-added advertising must be purchased within one fiscal year, July through June.

