



Alumni Advertising And Promotional Opportunities

Rates effective 7/1/2011 – 6/30/2012

Table of Contents

- ❑ Value of Clemson Alumni Association Partnership
- ❑ Print Advertising – *Clemson World Magazine*
- ❑ eNewsletter Advertising – *The Echo*
- ❑ Web Advertising
- ❑ Business Directory and Classifieds Advertising
- ❑ Event Sponsorship
- ❑ Affinity Partnerships
 - ❑ Corporate Sponsorship
 - ❑ Alumni Products and Services
 - ❑ Co-branded Giveaway Items
- ❑ Contact Information
- ❑ How to Supply Artwork
- ❑ Publisher's Regulations
- ❑ Advertising Calendar
- ❑ Rate Card



Value of Clemson Alumni Association Partnership

❑ Advertising with the Clemson Alumni Association is an effective and unique way to reach out to Clemson University alumni and friends.

- ❑ Instant credibility
- ❑ Access to over 122,000 Clemson Alumni around the globe
- ❑ Loyal target market of college graduates
- ❑ Strong endorsement by highly visible and reputable Clemson organization
- ❑ Ability to target your alumni market
- ❑ Flexibility in advertising options
- ❑ Measureable investment with strong ROI
- ❑ Builds brand awareness through Clemson Alumni connections



Print Advertising – *Clemson World*



Circulation:

Summer/Fall — circulation 70,000

Winter, Spring — 35,000

•10% discount available for annual contract

Mechanical Requirements Supplied Digital Advertisement

All advertising should be provided in a digital format.

- Required format for black & white or four-color digital advertisement is hi-res Adobe Acrobat PDF file format.
- Embedded images must be between of 300 and 600 dpi.
- Color images must be CMYK.
- All Fonts (either Postscript or Type 1) must be embedded.
- Files containing RGB or LAB images will not be accepted.
- Provide color proof with advertisement.
- Enclose a copy of the [Digital File Information Form](#) (PDF Format, [download Acrobat Reader](#)) with advertisement.

Placement: *Clemson World* cannot guarantee ad position for any advertiser, except for cover positions with paid premium.

Ad Size	Bleed Width x Depth	Live Area	Non-Bleed Issue:	Issue:	Costs: Color	Costs: Black & White
Outside Back Cover (horiz)	8 1/2" x 5 3/4"	7 3/8" x 4 5/8"	7 3/8" x 4 5/8"	Summer/Fall Winter, Spring	\$2105 \$2105	--- ---
Inside Front & Back Covers	8 1/2" x 11 1/8"	7 3/8" x 9 3/8"	7 3/8" x 9 3/8"	Summer/Fall Winter, Spring	\$1785 \$1785	--- ---
Single page	8 1/2" x 11 1/8"	7 3/8" x 9 3/8"	7 3/8" x 9 3/8"	Summer/Fall Winter, Spring	\$1455 \$1455	\$1165 \$1165
1/2 page (vert)	---	3 5/8" x 9 3/8"	3 5/8" x 9 3/8"	Summer/Fall Winter, Spring	\$730 \$730	\$585 \$585
1/2 page (horiz)	---	7 3/8" x 4 5/8"	7 3/8" x 4 5/8"	Summer/Fall Winter, Spring	\$730 \$730	\$585 \$585
1/4 page (vert)	---	3 5/8" x 4 5/8"	3 5/8" x 4 5/8"	Summer/Fall Winter, Spring	\$370 \$370	\$285 \$285



www.clemson.edu/alumni

ENewsletter Advertising



□ www.clemsonecho.com

- Distributed to 62,000 alumni and friends email addresses every 2 weeks
- Average of over 18% open rate (averages 10 – 11,000 opens each issue)
- Metrics reporting provided for your ad

□ Pricing

□ Horizontal Spotlight Ad

□ \$200 per 1 month, \$500 per quarter

□ 191px width by 100px height

□ Vertical Banner Ad

□ \$300 per 1 month, \$800 per quarter

□ 191px width by 250px height

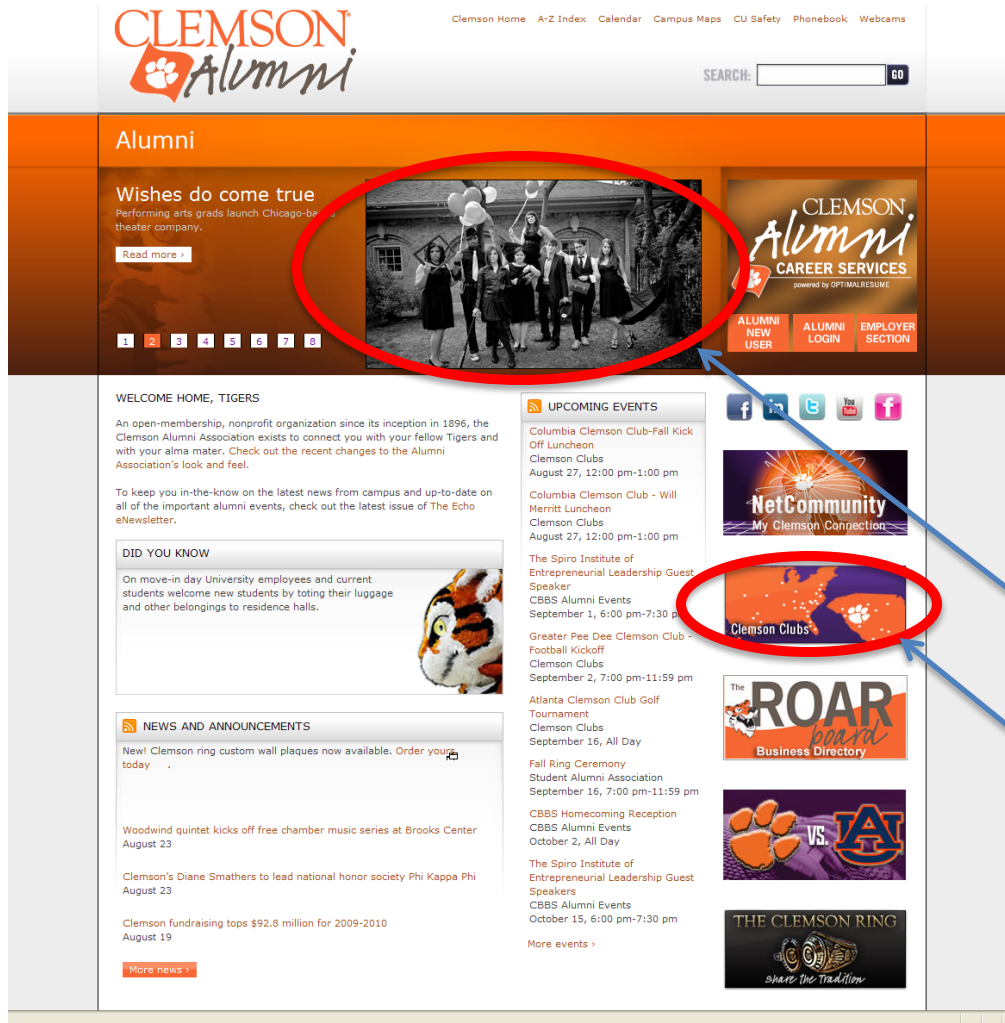
□ Acceptable art formats include: .jpg or .png

□ No flash or sound



www.clemson.edu/alumni

Website Advertising



www.clemson.edu/alumni

- 16,000 unique visitors / month
- Frequently updated content and features compel repeat visits and user interaction.

Acceptable art formats include:

.jpg, .png, or .gif 72 ppi in RGB

- Homepage ads are limited to 3 spotlights and 3 features

large ad dimension is 688 x 286

Ad is changeable per quarter

No flash or sound

Pricing

- Large Feature Ad – links to a full page profile story. 500 words or less.

\$800 per 1 month

- Right Nav Spotlight Ad

\$400 per 1 month



www.clemson.edu/alumni

Business Directory Advertising

THE Online Business Directory
CLEMSON
PAGES.COM

IDENTIFY YOUR BUSINESS
AS CLEMSON OWNED!!

Designed to connect Clemson alums via common geographic and/or industry criteria, the Clemson Pages is a Web-based business directory that allows alums to locate other Clemson graduates when searching for a new service vendor or, perhaps, when entering a new geographic market. Your business listing includes your company logo, ad text and website link. Classified listings are also available.

- ❑ www.theclemsonpages.com

- ❑ Promoted on the Clemson Alumni website homepage –
16,000 unique visits / month

- ❑ Promoted in The Echo eNewsletter that goes to 62,000 alumni and friends every two weeks

- ❑ Pricing

- ❑ Varies depending on the size and location of your ad



Event and Giveaway Item Sponsorship Opportunities

You or your company may choose to work with the Clemson Alumni Association through an event or program sponsorship. Event or program sponsorships include money or gifts-in-kind offered in support of a Clemson Alumni Association event or program by an organization or company that will in turn receive certain recognition as sponsor, with terms agreed upon in advance.

Opportunities area also available for co-branded giveaway items such as koozies, caps, pens, etc

❑ Welcome Back Festival - \$5000

❑ **Senior Picnic – April 2011 - \$1000** - Hosted on the lawn of Littlejohn Coliseum each spring; over 1000 students in attendance. Sponsorship includes a sponsor table, distribution of sponsor give-ways, signage, and sponsor logo on all printed materials.

❑ Alumni Annual Golf Tournament

- ✓ Hole sponsorship \$250
- ✓ Awards party \$1000
- ✓ Title Sponsor \$5000
- ✓ Player packet stuffers or prizes - varies



❑ Distinguished Service Awards Banquet \$10,000

❑ Prowl and Growl Tour \$10,000

❑ Alumni Reunion \$7500

❑ Other Event Opportunities Available



Affinity Partnership Opportunities

❑ **Corporate Sponsorships** Your company or organization may have the perfect benefit offering for the 119,000+ members of the Clemson Alumni Association. Our member benefits include a variety of products, services and discounts.

❑ **\$15,000 - \$25,000 commitment**

❑ **Sponsorship includes: quarterly Echo banner ad, annual listing in Clemson World, access to Alumni demographics and list date for up to 3 planned mailings or emails per year, promotion on banner at all Alumni events, one alumni profile feature on homepage, and annual listing on the Roar Board.**

❑ **Current partners: Nationwide, Bank of America, AIA**



Affinity Partnership Opportunities

❑ Alumni Products and Services – Clemson Marketplace

- ❑ The Clemson Alumni Association partners with a number of independent vendors who offer something of value to the alumni. We receive a portion of the revenue generated by these programs, which is then used to fund scholarships and alumni programming. By participating in these programs, you can show your pride in Clemson while at the same time helping support your alma mater and Alumni Association.
- ❑ Requires up-front payment of \$1000 with ongoing commission agreement on products or services sold through Alumni channel.
- ❑ Products and services include: graduation gifts, Clemson Ring plaques, alumni travel packages, license plates, etc.
- ❑ Products are promoted via the “Clemson Marketplace” on the website and in The Echo

❑ Co-Branded Giveaway Item Sponsorships

- ❑ Koozies, caps, pens, can be co-branded for giveaway during Alumni events or as general giveaways at over 350 regional club and alumni group events throughout the year.



Advertising Program Contact Information

❑ **Contact Director, Business Development for the
Clemson Alumni Association, Randy Boatwright:**

- ❑ **864-656-5671 or**
- ❑ **brandol@clemson.edu**



How To Supply Artwork / Specs

Submission: Send all artwork CDs, to spec, via mail or email to: Clemson Alumni Association, c/o Michele Cauley, Marketing Director 109 Daniel Drive, Clemson, SC 29631; (864) 656-1685 e-mail: cauley@clemson.edu

Scheduling: All contract agreements and all ad materials must be submitted and approved at least one week in advance of their expected publication dates.



Advertising Regulations

Publisher's Protective Clause

The publisher reserves the right to reject or cancel any advertisement at any time, including that which has been published or accepted previously. All advertising placements must be reviewed and approved by the Clemson Alumni Association prior to contract execution. The Clemson Alumni Association, will accept no advertising which is racially or sexually discriminatory, nor advertising which is deceiving or fraudulent in nature. The advertiser and/or his agent agree to assume all liability for content of ads printed and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials, and any copyrighted or trademarked material. Submission of advertising materials constitutes agreement on the part of the advertiser and/or agent to indemnify and hold harmless the Clemson Alumni Association and Clemson University against any resulting loss, liability, damage, and/or expense of whatever nature.

Use of Clemson University logos

All products containing licensed Clemson University names or logos must be registered with The Collegiate Licensing Co., 290 Interstate North Circle, Suite 200 Atlanta, GA 30339, phone (770) 956-0520. Advertisers using Clemson logos will need to provide proof of proper registration. Refer to this site for more information on commercial use of Clemson marks:

<http://www.clemson.edu/campus-life/campus-services/creative-services/visual-guide/licensing.html>

Ad Approval

Clemson requires evidence, within reason, of product quality before new advertising is accepted. Product samples or information should be shipped to the Alumni Marketing Director for approval. The advertisement will not be considered accepted until both the product and the ad are approved. Advertisers requesting space will be informed of product approval or disapproval as soon as possible to allow for speedy submission art. Advertisers and their agencies will be expected to meet the standards Clemson has established. Please note that no classified, political, liquor, gambling, or tobacco ads will be accepted. For ad acceptance, advertisers/agencies must meet the requirements stipulated.

Making a Space Reservation

To make a space reservation, contact the marketing director to determine if space remains for a desired alumni publication or date. Follow all regulations specified in the media kit and meet all deadlines stipulated in the publication schedule provided. Whenever possible, preference will be given to advertisers wishing to commit to a multiple issue or multiple run contract. Unpaid ad space will be used for internal promotions. 100% up time on ads is not guaranteed for online ads.

Payment, Rates, Discounts

All billing is net to client. No agency fees are recognized. Pre-payment is required on new advertisers. Current and former advertisers in good standing will be billed within one week of ad appearance. Checks should be made out to the Clemson Alumni Association. Cancellation after ad due date results in full charge for confirmed space. If payment becomes more than 90 days overdue, the advertising contract will be cancelled. Rates and discounts are listed on the rate card at the end of this document.



Advertising Calendar

- ❑ January – 2 issues of The Echo, Website, Clemson Pages, Clemson World
- ❑ February – 2 issue of The Echo, Clemson Pages, Website,
- ❑ March – 2 issues of The Echo, Website, Clemson Pages, DSA Banquet Event, Prowl and Growl Events
- ❑ April – 2 issues of The Echo, Website, Clemson Pages, Prowl and Growl Events, Senior Picnic Event
- ❑ May – 2 issues of The Echo, Website, Clemson Pages, Clemson World, Prowl and Growl Events
- ❑ June – 2 issues of The Echo, Website, Clemson Pages, Reunion Event,
- ❑ July – 2 issues of The Echo, Website, Clemson Pages
- ❑ August – 2 issues of The Echo, Website, Clemson Pages, Welcome Back Festival Event
- ❑ September – 2 issues of The Echo, Website, Clemson Pages, Clemson World, Alumni Golf Tournament
- ❑ October – 2 issues of The Echo, Website, Clemson Pages, Homecoming Promo
- ❑ November – 2 issues of The Echo, Website, Clemson Pages
- ❑ December – 2 issues of The Echo, Website, Clemson Pages



Advertising Rate Card

Communication Vehicle			
Clemson World	Full page Color \$1455 - 2105	½ Page Color \$730	¼ Page Color \$370
The Echo	Horizontal Ad \$200/month or \$500/qtr	Vertical Banner \$300 /month or \$800/qtr	
Alumni Webpage	Spotlight Ad \$400/month or \$1000/qtr	Feature Ad w/ Story \$800/month or \$2000/qtr	
theClemsonPages.com	Varies by ad size		
Event Sponsorship	Pricing varies per event; \$250 to \$10,000 opportunities		
Corporate Sponsorship	\$15,000 - \$25,000 annual commitment		
Products / Services	\$1000 up front with ongoing commission agreement		
Promotional Items	Varies by items.		

