



Alumni Advertising And Promotional Opportunities

Rates effective 7/1/2014 – 6/30/2015

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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 135,000 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 based on gender, age, affinity groups, etc.
 - ❑ Flexibility in advertising options
 - ❑ Measureable investment with strong ROI
 - ❑ Builds brand awareness through Clemson Alumni connections



Print Advertising – Clemson World

Print Circulation

Summer/Fall – 80,000
Winter, Spring – 40,000

Print Mechanical Requirements

Supplied Digital Advertisement

All advertising should be provided in a digital format.

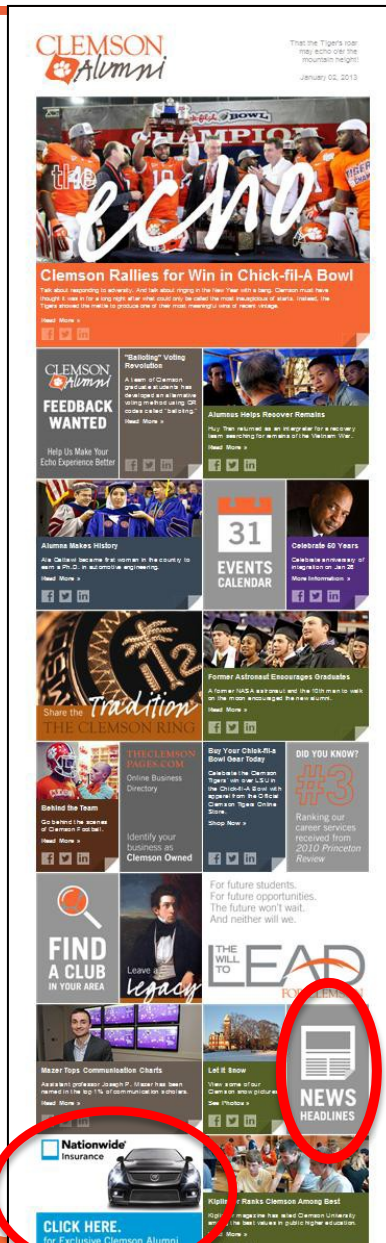
- o Required format for black & white or four-color digital advertisement is hi-res Adobe Acrobat PDF file format.
- o Embedded images must be 300 dpi.
- o Color images must be CMYK.
- o All Fonts (either Postscript or Type 1) must be embedded.
- o Files containing RGB or LAB images will not be accepted.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



Ad Size	Bleed	Non-Bleed	Cost	Print Closing Dates	Ad Closing (commitment due)*	Art Work Due	Mail Date
Inside Front or Inside Back Covers	9.25" x 11.25"	8" x 9.875"	\$2275				
Single page	9.25" x 11.25"	8" x 9.875"	\$1850	Winter 2014	September 30, 2013	November 5, 2013	January 2014
1/2 page (vert)	---N/A---	4.625" x 7.75"	\$925	Spring 2014	January 30, 2014	March 5, 2014	May 2014
1/2 page (horiz)	9.25" x 5.375"	7.75" x 4.625"	\$925	Summer/Fall 2014	May 30, 2014	July 10, 2014	September 2014
1/3 page (vert)	--- N/A ---	2.625" x 7.75"	\$475	* Payment due two weeks after closing			



Newsletter Advertising



□ www.clemsonecho.com

Distributed to over **80,000** alumni and donor email addresses every 2 weeks

- Average of over 16% open rate
- Metrics reporting provided for your ad

□ Pricing

□ Spotlight Ad

- ❖ \$300 per 1 month, \$800 per quarter
- ❖ Size: 310x542

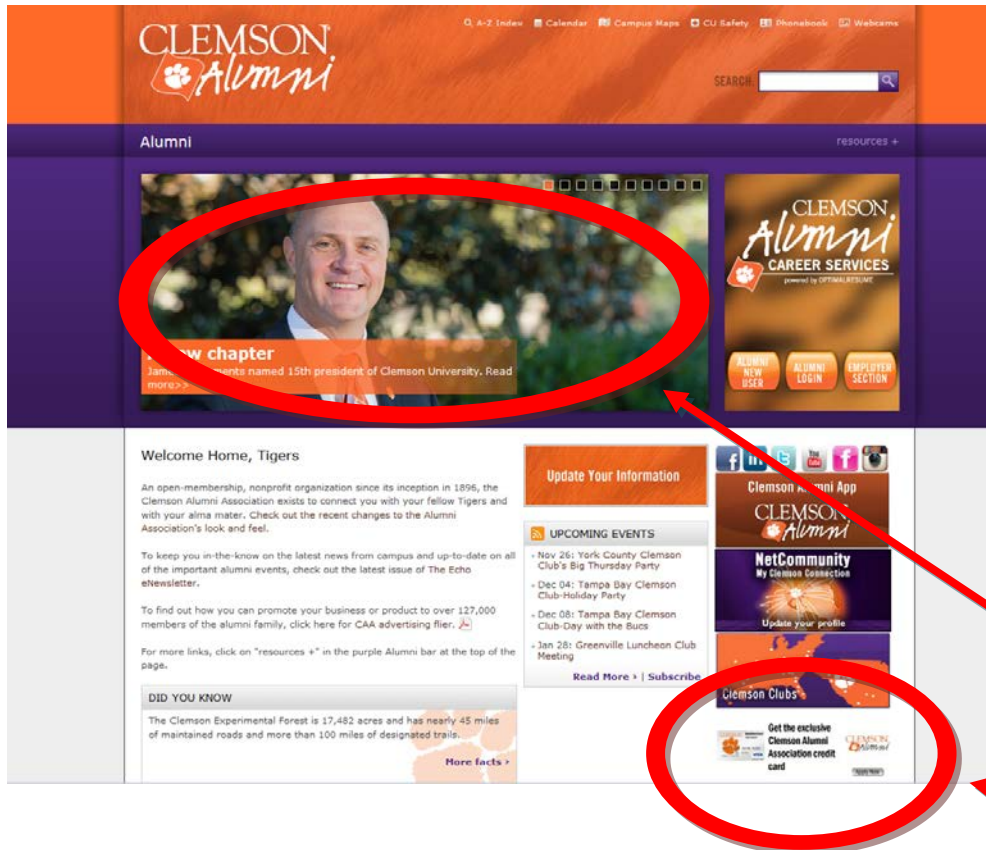
□ Acceptable art formats include: .jpg.

Or, advertisers can send us their assets for design

- No flash or sound
- Must include a link to a landing page for additional information to accompany ad



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



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 2013 - \$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

❑ Roaring10 Awards Banquet \$7000

❑ Young Alumni Fall Band Party \$7000

❑ Other Event Opportunities Available



Affinity Partnership Opportunities

❑ **Corporate Sponsorships** Your company or organization may have the perfect benefit offering for the 132,000+ 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, Balfour**



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 Randy Boatwright, Director of Business Development for the Clemson Alumni Association**
- ❑ **864-656-5671**
- ❑ **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 Dana Morgan, Marketing Director 109 Daniel Drive, Clemson, SC 29631; (864) 656-5669 e-mail dmorg@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 Rate Card

Communication Vehicle			
Clemson World	Full page Color \$1850-\$2275	½ Page \$925	1/3 Page Color \$475
The Echo	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	
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.		

