



VI. E-COMMUNICATIONS — Advertising and Sponsorship Details
(custom sponsorship packages available)

The Alumni Association sends out monthly e-mail broadcasts to more than 56,000 alumni and weekly event updates to regional alumni e-mail addresses. This is your opportunity to connect and market your brand, products, or services to UA alumni who are active users of the Web page and who receive e-communications.



E-Communications Title Sponsor **\$20,000**
Includes one-page ad in fall issue of *Alumnus* magazine as well as each of the exposure opportunities described below.

UAAA Web site Sponsor \$10,000
• Link to UAAA sponsorship page on Web site

E-newsletter Sponsor (monthly online newsletter) \$10,000
• Circulation is 55,000
• Logo position in 12 issues
• Link to UAAA sponsorship page on Web site
• Four advertorials

Web site hits 5 million per year
Web site visits 500,000 per year
E-mail addresses 56,000

