



GEORGIA TECH ALUMNI MAGAZINE

# MEDIA KIT 2012

*Has your organization experienced the benefit of the Tech Connection?*

The Georgia Tech Alumni Association connects more than 128,000 loyal Tech alumni from all over the globe through first class events and programming that include Homecoming Weekend, Alumni Network gatherings, Career Services, Alumni Travel and Affinity Groups.

We offer a variety of opportunities to connect with our alumni ranging from sponsoring a single event to becoming a corporate affinity partner, our most exclusive partnership available. With the highest percentage of support to their alma mater of any state university, our alumni are among the most loyal in the country. And they appreciate those companies that support their Alumni Association. Join us and see what experiencing the Tech Connection can do for your organization.

# PRINT ADVERTISING

## *Georgia Tech Alumni Magazine*

When your advertisement appears in the national award-winning *Georgia Tech Alumni Magazine*, you will receive a welcome invitation into the homes and businesses of more than 128,000 Georgia Tech alumni and friends.

With two issues per year reaching 110,000 alumni and the remaining issues being mailed exclusively to about 30,000 loyal Roll Call donors, the *Georgia Tech Alumni Magazine* reaches an average of 70,000 households four times a year. This publication features stunning photographic essays and extensive coverage of emerging technology, Tech traditions and alumni achievements, along with campus news and upcoming events.

## *Ad Pricing for the Georgia Tech Alumni Magazine*

**Back Cover:** \$3,500

**Spread:** \$5,500

**Full Page:** \$3,025

**Half Page:** \$2,125

**Quarter Page:** \$1,485

## AD DIMENSIONS

### **Back Cover-Bleed**

Trim Size: 8" x 10.875"

Bleed Size: 8.25" x 11.125"

Live Area: 7" x 9.875"

### **Spread**

Trim Size: 16" x 10.875"

Bleed Size: 16.25" x 11.125"

Live Area: 15" x 9.875"

### **Full Page-Bleed**

Trim Size: 8" x 10.875"

Bleed Size: 8.25" x 11.125"

Live Area: 7" x 9.875"

### **Half Page Horizontal**

7" x 4.838"

### **Half Page Vertical**

3.4" x 9.875"

### **Quarter**

3.4" x 4.838"





# ONLINE ADVERTISING

## *BUZZwords*

BUZZwords, the Alumni Association's monthly e-newsletter, keeps more than 70,000 members of the Tech community up to date on campus and alumni news and upcoming events. Ads are \$500 per issue and must be submitted two weeks prior to the run date. All ads must be 150 by 54 pixels and be submitted as jpeg or gif files.

## *Visiting Atlanta*

The Georgia Tech Alumni Association's website, gtalumni.org, is the online starting point for all alumni events, and the Visiting Atlanta page has become the go-to destination for Tech grads as they plan their visits back to campus.

Alumni staying in hotels during Homecoming are twice as likely to stay at a property that advertised on our Visiting Atlanta page. We also found that each hotel that advertised with us made back at least twice their investment in hotel stays during that weekend alone—and our alumni utilize Visiting Atlanta all year long.

### **The partnership fee of \$500 will:**

- *Secure your position on the Visiting Atlanta page for an entire year. Visiting Atlanta is a resource for alumni as they plan trips back to campus. This page is promoted in a variety of ways, including our monthly e-newsletter, BUZZwords, which is sent via e-mail to 70,000 subscribers.*
- *Place your logo and web link within our Homecoming Weekend registration pages. Online registration is the primary method for securing attendance.*

Visit [gtalumni.org/pages/visitingatlanta](http://gtalumni.org/pages/visitingatlanta) for more details or to view our current partners.



# EVENT SPONSORSHIP

## *Homecoming*

Homecoming Weekend is about tradition and celebration. Every fall, the Georgia Tech Alumni Association invites all of our alumni back to campus for a weekend full of fun activities. Georgia Tech graduates enjoy four days of seminars, reunion parties, a Tech Tower Tailgate and a Georgia Tech football game. The weekend is a great time to reminisce, visit former classmates and explore the ever-changing Tech campus. Attendance: 2,600.

**For a sponsorship fee of \$2,500, sponsors of Homecoming Weekend will receive the following:**

- *Company logo/link on the Homecoming registration page at [gtalumni.org](http://gtalumni.org)*
- *Recognition as a sponsor in print ads and pre-event marketing materials*
- *Two tickets to the pre-game tailgate on Tech Tower Lawn*
- *Two tickets to Saturday's football game*
- *Company signage at check-in and tailgate*
- *VIP table to hand out giveaways at the pregame tailgate*
- *Opportunity to place marketing materials in all information packets*
- *Recognition following the event in the Georgia Tech Alumni Magazine*



## EVENT SPONSORSHIP

### *Dean Griffin Pi Mile 5K Road Race*

Since 1973, Georgia Tech students, faculty and friends have been participating in a fun run named for our beloved former Dean of Students, George Clayton Griffin. Dean Griffin encompassed the spirit of Georgia Tech for nearly 70 years while working on behalf of the students and alumni in an astonishing array of activities. The Georgia Tech Alumni Association hosts this exciting event every spring in his honor. It consists of a 5K “Pi” fun run/walk that winds through campus. With an attendance that averages more than 1,000 runners each year, this event is a great opportunity to market your company to our loyal alumni.

**For a fee of \$1,000, sponsors will receive:**

- *Company logo/link on gtalumni.org*
- *Company logo included in invitations and other pre-event marketing materials*
- *Company logo on race T-shirts*
- *Signage at event*
- *Company material in race bag*
- *Booth on the Tech Tower Lawn near registration and the finish line*
- *Recognition in the Georgia Tech Alumni Magazine*

### *Ramblin’ On Party*

Help the seniors celebrate their transition from students into Young Alumni. Each spring, the Georgia Tech Alumni Association holds a celebration for all graduating seniors. Attractions for this event include food, drinks, games, music and a special appearance by the Ramblin’ Wreck and Buzz, the official Georgia Tech mascot. More than 1,000 graduating students attend each year.

**The price of sponsorship for this event is \$500 and includes the following:**

- *Company logo/link on gtalumni.org*
- *Company logo included in invitations and other pre-event marketing materials*
- *Signage at event*
- *Booth on the Tech Tower Lawn*



# EVENT SPONSORSHIP

## Career Fair

The Georgia Tech Alumni Association Career Fair is an annual event that attracts a diverse set of alumni seeking employment. This day is full of informational seminars addressing key issues affecting people in the workplace and networking opportunities. With more than 1,000 attendees, this event is an excellent venue to showcase company opportunities. There are four levels of sponsorship for this event.

### Platinum sponsor *Limited to 3*

**Cost:** \$2,000

**Benefits:**

- *Largest logo on conference press materials*
- *Superior location at Career Fair*
- *Platinum sponsor recognition on Career Fair webpage with link*
- *Name and logo in employer data book*
- *Full page ad with premier placement in employer data book*
- *Premier placement of company job listings in employer data book*
- *Company recognition on map*
- *Signage at the event*
- *Verbal recognition at the event*
- *Six months unlimited job postings and resume access on Jobnet*
- *One half page ad in the Georgia Tech Alumni Magazine (valued at \$1925)*
- *20% discount off any future advertising with the Alumni Association for one year*

### Old Gold Sponsor *Limited to 7*

**Cost:** \$1,000

**Benefits:**

- *Logo on conference press materials*
- *Gold booth location at the event*
- *Gold sponsor recognition on Career Fair webpage with link*
- *Full page ad in employer data book*
- *Signage at the event*
- *Verbal recognition at the event*
- *Three months unlimited job postings and resume access on Jobnet*
- *One quarter page ad in the Georgia Tech Alumni Magazine (valued at \$1350)*
- *20% discount off any future advertising with the Alumni Association for one year*

### Silver Sponsor *Limited to 6*

**Cost:** \$750

**Benefits:**

- *Logo on conference press materials*
- *Silver booth location at the event*
- *Silver sponsor recognition on Career Fair webpage with link*
- *Half page ad in employer handbook*
- *Signage at the event*
- *Verbal recognition at the event*
- *20% discount off any future advertising with the Alumni Association for one year*

### Bronze Sponsor *Unlimited*

**Cost:** \$500

**Benefits:**

- *Logo on conference press materials*
- *Preferential location at the career fair*
- *Bronze sponsor recognition on Career Fair webpage with link*
- *Signage at the event*
- *Verbal recognition at the event*
- *20% discount off any future advertising with the Alumni Association for one year*



**For more information regarding advertising  
or sponsorship opportunities with the  
Georgia Tech Alumni Association, contact:**

Holly Green  
holly.green@alumni.gatech.edu  
404-894-0765

