

GEORGIA TECH ALUMNI MAGAZINE

MEDIA KIT 2013

Has your organization experienced the benefit of the Tech Connection?

The Georgia Tech Alumni Association connects more than 130,000 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 130,000 Georgia Tech alumni and friends.

With two issues per year reaching 130,000 alumni and the remaining issues being mailed exclusively to about 35,000 loyal Roll Call donors, the *Georgia Tech Alumni Magazine* reaches an average of 82,500 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"



THE TECH MARKETPLACE

Tech Marketplace is a low-cost, long-term opportunity to promote your business (and your Tech Connection) through our alumni publications, print and digital, as well as on our website.

For \$1,000, Tech Marketplace business partners will receive:

- One ad in every issue of the Georgia Tech Alumni Magazine for one year.
- One ad complete with a link to your website featured on the Tech Marketplace page of gtalumni.org for one year.

AD REQUIREMENTS

Image

One 300dpi CMYK .tif file
Will be cropped to 2" x 1.15"

Short Headline

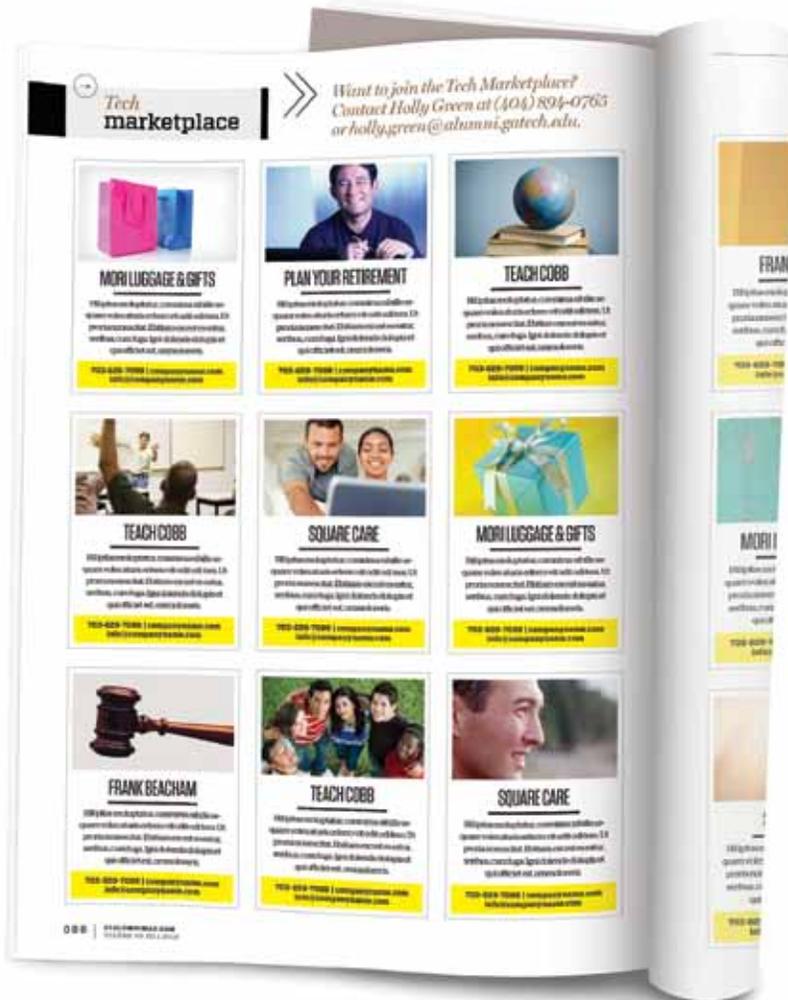
23 Characters max

Short Paragraph

Approx. 30 Words

Contact Information

60 Characters max



AD EXAMPLE

(shown to size)



SHORT HEADLINE HERE

Tech Marketplace is a low-cost, long-term opportunity to promote your business (and your Tech Connection) through our alumni publications, print and digital, as well as on our website.

**111-111-1111 | companyname.com
info@companyname.com**

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.*
- *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 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.

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*
- *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*
- *VIP table to hand out giveaways at the pregame tailgate*
- *Opportunity to place marketing materials in all information packets*



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 1,300 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*

Ramblin’ On Graduation Party

Help graduating students celebrate their transition from students to alumni! Each spring, the Georgia Tech Alumni Association in partnership with the Student Alumni Association holds the only all-campus celebration for graduating students. Held in Bobby Dodd Stadium, the event includes attractions such as food, drinks, photo booths, music and a special appearance by the Ramblin’ Reck and Buzz. More than 2,400 students attend each year.

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

- *Company logo/link on gtsaa.com*
- *Company logo/link on email invitations, flyers, posters and other pre-event marketing materials*
- *Company logo on event T-shirts*
- *Opportunity to host a booth to distribute marketing materials/give-aways to attendees*
- *Additional sponsorship opportunities for food, fireworks and photos are available. Please contact Holly Green for more information.*



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 1,200 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: \$2,500

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 Jacketnet*
- *One half page ad in the Georgia Tech Alumni Magazine (valued at \$2,125)*
- *20% discount off any future advertising with the Alumni Association for one year*

Old Gold Sponsor *Limited to 7*

Cost: \$1,500

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 Jacketnet*
- *One quarter page ad in the Georgia Tech Alumni Magazine (valued at \$1,485)*
- *20% discount off any future advertising with the Alumni Association for one year*

Silver Sponsor *Limited to 6*

Cost: \$1,000

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: \$750

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:**

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