



ALUMNI ASSOCIATION
UNIVERSITY OF MICHIGAN

2011-12 MEDIA KIT



ADVERTISING & SPONSORSHIP OPPORTUNITIES

Mission Statement

The Alumni Association of the University of Michigan is an independent, worldwide organization that nurtures lifelong relationships with and among current and future Michigan alumni. As a committed partner of the University, the Association offers programs of relevance and service to alumni and creates support for the University. Underlying all that we do is the belief in the value of education to the well-being of society, and a commitment to integrity, diversity and service.

We encourage you and your organization to “connect” with students and alumni through our various sponsorship and advertising opportunities.

MEDIA KIT SECTIONS

1. Alumni and Alumni Association Member overview
 - Demographics
 - Geographic Overview
 - Current Student Access
2. Print Publication - Michigan Alumnus Magazine
 - Display advertising
3. Electronic Publications
 - E-newsletter versions
 - Sample ads
4. Alumni Association Web site
5. Events and Programs



Our Members

With more than 526,000 living Michigan alumni, the Alumni Association represents one of the largest alumni bodies in the world. Michigan alumni are among the worlds leading professionals in business, medicine, law, engineering, art, architecture and education. Our more than 100,000-plus members present a powerful and influential consumer base. Intense loyalty to the university and a passion for succeeding both professionally and personally accurately describe our members.



DEMOGRAPHICS/PSYCHOGRAPHICS

SEX		HOUSEHOLD INCOME (pre-tax)	
Female	47%	\$200,000+	15%
Male	53%	\$199,000-\$100,000	34%
		\$99,999-\$70,000	28%
AGE		\$69,999-\$40,000	17%
21-30	22%	\$39,999 or less	6%
31-50	33%		
51-69	28%	INVESTMENT PROFILE	
70+	6%	Own any securities	92%
HOUSEHOLD PROFILE		Employer Stock	28%
Married	60%	Other Common/Pre. Stock	62%
Single, never married	20%	Muni./Corp. Bonds	30%
Divorced/separated/widowed	16%	Bon/Other Mut. Funds	69%
Domestic Partner	4%	Money Mkt Funds/Accts.	63%
HOME OWNERSHIP		CD's	26%
Own	85%	Other	9%
Own a second home	25%	EDUCATION	
Rent	13%	Possess undergraduate degree only	35%
Other	2%	Possess masters or doctorate degree	65%
-Average home value:	\$426,000		

Our Members

GEOGRAPHY: Of the 100,000 Alumni Association members, the majority live in, major metro areas including:

National Breakdown

- Detroit
- Boston
- Chicago
- New York
- Los Angeles
- San Francisco
- Washington, D.C.



Regional Breakdown

- Michigan: 38%
- Eastern US: 24%
- Central US: 18%
- Western US: 18%

Michigan Breakdown

Highest alumni concentrations:

- Ann Arbor/Detroit
- Flint
- Midland, Bay City, Saginaw
- Kalamazoo, Grand Rapids
- Traverse City

Local: of the more than 526,000 living alumni, more than 38% live in the state of Michigan.

Current Students

The Alumni Association of the University of Michigan builds relationships with current and future Michigan alumni. We help build a connection to U-M students by offering services and programs to enhance their experience and opportunities while at Michigan, and prepare them for success when they graduate!

GENERAL STATISTICS - Ann Arbor Campus

Undergraduate enrollment 2010:	41,924
In-state tuition (w/o room and board):	\$12,263/two terms
Non-Resident tuition	\$36,675/two terms

Alumni Association Student Publications and Programs

- e-TrueBlue: Ann Arbor Campus (sent once a week to all undergraduates)
- AAUM Web site student section
- Welcome Wednesdays
- New Grad Sign-ups



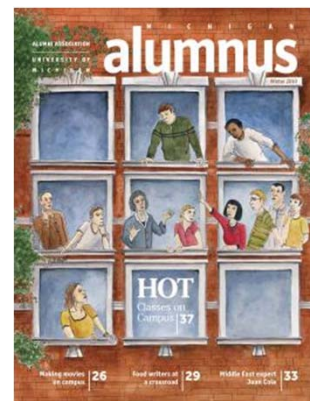
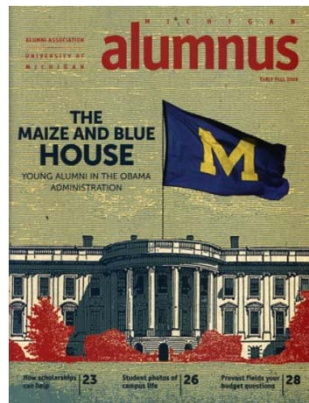
Print Advertising

Michigan Alumnus Magazine

The official magazine of the Alumni Association of the University of Michigan, provides readers with news about alumni, research at the University, campus news and Alumni Association programs and services.

Four times per year Michigan Alumnus reaches more than 100,000 affluent, educated and influential members looking to stay connected with the University and fellow alumni. This intensely loyal audience, with a passion to be “Leaders and Best” brings with it a tremendous amount of buying power. In addition, all 100,000 members receive the online version of the Michigan Alumnus magazine.

The 64-page, full-color magazine provides readers with relevant content and advertisements as well as sports, arts and alumni updates.



ISSUE

Early Fall 2011

Late Fall 2011

Winter 2012

Spring 2012

MAIL DATE

08/22/2011

10/24/2011

02/06/2012

05/29/2012

- ad sales close date 70 days prior to publish date
(check for availability after this time)
- materials due 60-days prior to publish date

E-newsletter Opportunities

The Alumni Association has five electronic versions of the newsletters that allow advertisers to reach University of Michigan alumni and students. Each newsletter offers unique content to subscribers and is catered to the interests of its readers.

VERSIONS (e-TrueBlue)

#1: Member

When: Every Monday

Who: Members of the Alumni Association

Subscribers: 70,000-plus

#2: Zoned Member

When: Every Monday

Who: Members of the Alumni Association that live in the zone you select

Subscribers: Varies according to zone selected

Box-sized ads are placed at the top of the Event Calendar in the Zoned Member version (See the zone map on Page 9 for a regional breakdown)

#3: Nonmember

When: Last Tuesday of every month

Who: Alums that are not members

Subscribers: 190,000-plus

#4: Zoned Nonmember

When: Last Tuesday of every month

Who: Alums that are not members that live in the zone you select

Subscribers: Varies according to the zone selected

Box-sized ads are placed at the top of the Event Calendar in the Zoned Nonmember version. (See the zone map on Page 9 for a regional breakdown)

#5: Ann Arbor Campus

When: every Wednesday during academic year

Who: All undergraduates in Ann Arbor

Subscribers: 25,000-plus

If this message does not appear to be formatted correctly, read it online [here](#).

The screenshot shows the top of an e-newsletter. At the top left is the University of Michigan logo. To its right is the text "ALUMNI ASSOCIATION UNIVERSITY OF MICHIGAN" and "e-TrueBlue". Below this is a sub-header: "The online complement for Michigan Alumnus magazine, keeping members informed." A welcome message follows: "Welcome, Staff to this issue of e-TrueBlue. Your Alumni ID number is 9990111056." Below that is a link: "Update your contact information and settings online." The main content area is divided into several sections. On the left, there's a section titled "Record Number of Inventions at U-M" with text about university researchers disclosing 350 new inventions in fiscal year 2009. To its right is a "Other Headlines" section with links for "Digital access options for U-M Press", "Study: Theory about biological clocks overturned", "Football tailgate at Illinois on Halloween", and "Sports auction benefits scholarships". On the far right is a vertical banner for "Research at U-M" featuring an elephant and the text "Your exploration starts here". Below these is a Liberty Mutual advertisement: "University of Michigan alumni could save up to 10% on auto and home insurance with our exclusive Liberty Mutual partnership." At the bottom left is a "Win a VIP Football Experience" section with details about a special tailgate event. At the bottom right is an "Event Calendar" section listing two events: "Tuesday, October 13, noon, Detroit club, monthly meeting featuring men's basketball coaching staff, Detroit Athletic Club." and "Wednesday, October 14, 9 a.m., Birmingham Alumnae Club, bus trip to U-M".

E-newsletter Ad Sizes

The frequency of distribution, affordable rates and targeted content make these newsletters an effective way to reach a specific audience in a timely manner.

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ALUMNI ASSOCIATION UNIVERSITY OF MICHIGAN e-TrueBlue
The online complement for Michigan Alumnus magazine, keeping members informed.

Welcome, Staff to this issue of e-TrueBlue.
Your Alumni ID number is 9990111056.

[Update your contact information and settings online.](#)

Record Number of Inventions at U-M
University of Michigan researchers disclosed 390 new inventions in fiscal year 2009, setting a new record. Royalties from university-developed technologies rose 20 percent during that period, another all-time high.

And despite the state's economic woes, the university licensed eight new startups in the fiscal year that ended June 30, according to the U-M Office of Technology Transfer. [Read more online.](#)

Other Headlines
[Digital access options for U-M Press](#)
[Study: Theory about biological clocks overturned](#)
[Football tailgate at Illinois on Halloween](#)
[Sports auction benefits scholarships](#)

Research at U-M
Your exploration starts here

University of Michigan alumni could save up to 10% on auto and home insurance with our exclusive Liberty Mutual partnership.
[GET A QUOTE](#)

Win a VIP Football Experience
Win the Football Fantasy Experience and you could watch Michigan football like a VIP! On Saturday, November 7, the winners will watch the Purdue game with special host Jamie Morris, former Michigan tailback.

You'll attend a special tailgate, meet legendary broadcasters, visit the sidelines during the game, watch the action from press box seats, be an insider at the post game press conference while head coach Rich Rodriguez and key players recap the game, and much more.

Enter the free drawing today or bid through October 18. [Learn more](#)

Event Calendar
Tuesday, October 13, noon, **Detroit club**, monthly meeting featuring men's basketball coaching staff, Detroit Athletic Club.
Wednesday, October 14, 9 a.m., Birmingham Alumnae Club, bus trip to U-M

Box Ad

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Banner Ad

Zoned Version of e-TrueBlue

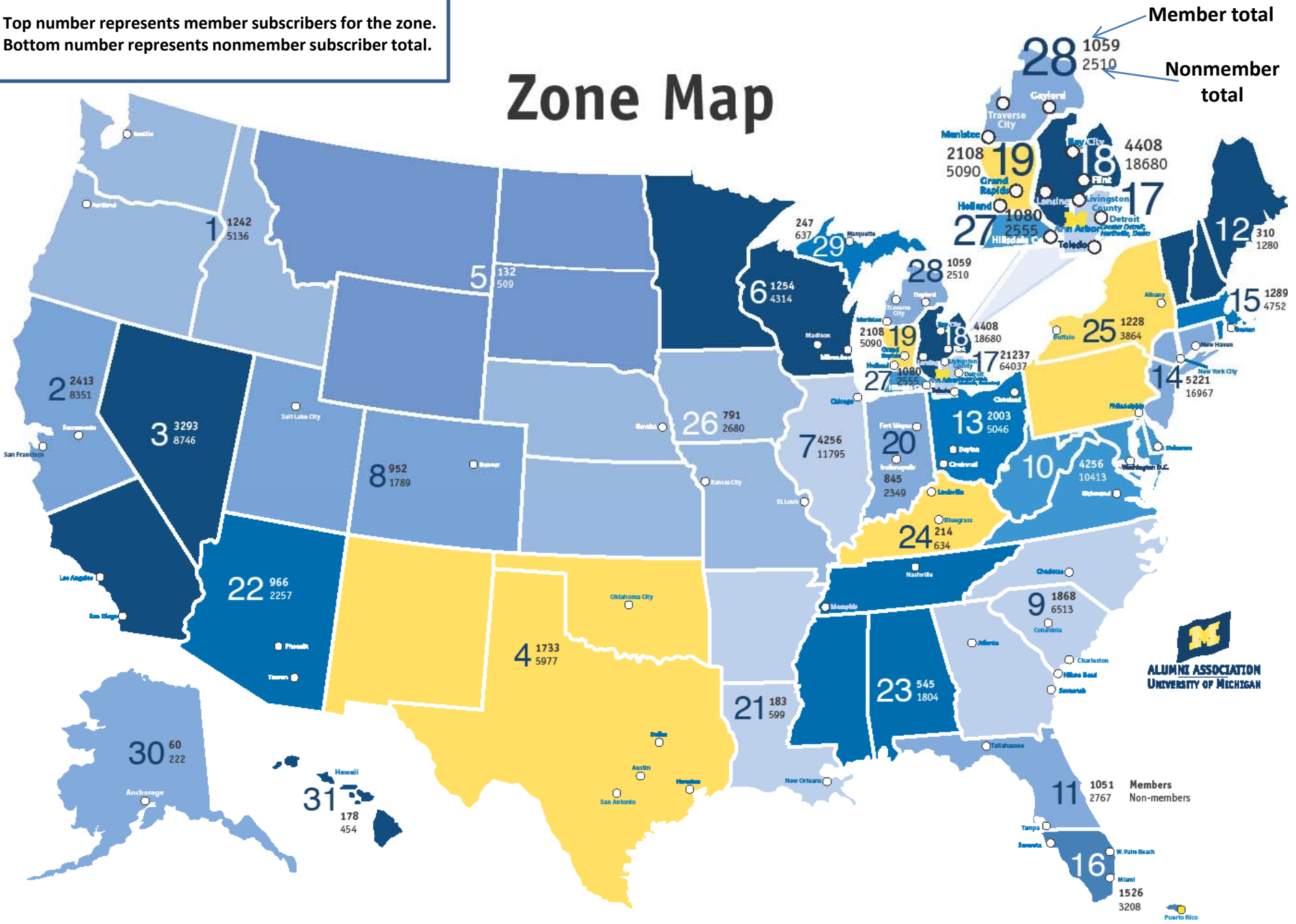
- Only one box ad in a zoned version of e-TrueBlue.
- The zoned ad should only be box size and will be placed at the top of the Event Calendar.

The screenshot displays a zoned version of the e-TrueBlue interface. It features several content blocks:

- U-M initiates process for returning American Indian remains:** A news article with a share button.
- Other Headlines:** A list of short news items with blue links.
- UM CREDIT UNION:** A vertical banner with the text "ALL WE CARE ABOUT IS" and "Discover how you can save on your banking services today." with the logo "UM CREDIT UNION UMCU.ORG".
- The Way to Move...:** A banner for the Alumni Association of the University of Michigan, mentioning "Moving Discounts and Benefits Available" and logos for "ALUMNI ASSOCIATION" and "STEVENS".
- Member Value Spotlight: Football Saturdays:** A text block about football tickets with a share button.
- U-M for You:** A section with links for "Career", "Recent Grads", "Sports", and "Travel".
- Event Calendar:** A vertical list of events. The top event is highlighted with a dark background and white text: "A special offer for Michigan alumni from Lincoln Mercury" with a "LEARN MORE" link. Below it are three other events with dates and locations.

- Top number represents member subscribers for the zone.
- Bottom number represents nonmember subscriber total.

Zone Map



Web site Advertising

With more than 200,000 page views every month, umalumni.com is a timely and effective way to reach out to University of Michigan alumni. With content that is frequently updated and features that compel repeat visits, the site boasts more than 75,000 unique users each month.

Advertisements may be placed in of all the major sections including:

- Careers
- Sports
- Membership
- Events
- Get Active
- Get Informed
- Networking Tools
- U-M for You

Advertising space is not available on the home page

Box: a vertical graphic placed in the left-side column of a Web page with a hyperlink

The screenshot displays the homepage of the University of Michigan Alumni Association website. The layout includes a top navigation bar with links for Jobs, Store, Sports, Join, and Events. Below this is a secondary navigation bar with buttons for Get Active, Get Informed, Networking Tools, and U-M For You. The main content area is organized into several columns and boxes:

- Left Sidebar:** A vertical column containing a 'Join' section with links like 'Why Join?', 'Economic Response Package', and 'Connections & Information'. Below this is a 'Sponsors' section featuring a Liberty Mutual advertisement and a 'TOUGH TICKETS. MADE EASY.' graphic.
- Main Content Area:** A large 'Join the Alumni Association' box with a blue background and a 'MICHIGAN' graphic. Below it are smaller boxes for 'Economic Response Package', 'Connections & Information', 'Career Services', and 'Sports', each with a 'Go >' button.
- Right Sidebar:** A 'Become a Member' section with a 'Member Login' box and a 'Find Your Club' box. Below these are 'Pigskin Picks' and 'Football Connection' boxes, also with 'Go >' buttons.

Box ad

Event Sponsorship

The Alumni Association organizes, promotes and executes numerous events throughout the year. From sporting events to on-campus promotions to trips abroad, we offer direct access to our consumers.

AAUM events offer sponsors a tremendous opportunity to reach a targeted audience through face-to-face communication and pre-event media. Product sampling, literature distribution, brand displays and other promotional tactics can allow sponsors to create an emotional tie and leave a lasting impression with consumers.

EVENT OVERVIEW

2011 Football Season Away-Game Tailgates



The Alumni Association hosts the Official University of Michigan tailgates at Northwestern on October 8, and Iowa on November 5, as the Wolverines take to the road.

From inclusion in all promotional materials to on-site consumer promotion opportunities, these events are promoted to more than 350,000 alums and entertain between 500 and 1,000 attendees.

2011 Go Blue Homecoming Tailgate



On October 29th the Wolverines will face inter-conference foe, Purdue. The Alumni Association will be hosting more than 3,000 fans at its annual Go Blue Tailgate. Promotional opportunities exist pre-, during and post- event for advertisers and sponsors.

The Michigan Marching Band, cheerleaders and guest speakers make this a must attend event for all visiting alums.

Visit www.umalumni.com/football for details. 11

Event Sponsorship

Official Football Bowl Tour



As the exclusive provider of the post-season bowl tour, the AAUM hosts up to 5,000 individuals for a multi-day, event-filled experience. Numerous levels of sponsorship allow advertiser to be included in events including team pep rally, tailgate and more.

New Grad Sign-Ups



The Alumni Association offices are the site for commencement ticket pick-up each year. With more than 6,000 students coming through our building over a three-day period, we can offer sponsors display space to connect with tomorrow's leaders and best.

Welcome Wednesdays



Select Wednesdays during the school year, the Alumni Association rolls out the welcome mat for U-M students. Join us at the Alumni Center for free coffee, bagels and WiFi.

Limited availability.

Visit <http://alumni.umich.edu/events/event-calendar/welcome-wednesday> for details.

Event Sponsorship

Career Events



The Alumni Association will host career-focused events in major-metro areas in the winter and spring of 2011.

Each event provides valuable professional opportunities to network with peers, listen to informative speakers and learn about career opportunities and professional refinement.

Lifelong Learning



New Program!

Enrich your life with our Lifelong Learning program. Get convenient access to the Leaders and Best by connecting with top-ranked faculty and expert U-M alumni—on campus, on location or online.

Visit www.umalumni.com/lifelonglearning for details.

Contact Info

For all inquiries regarding rates and opportunities,
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