



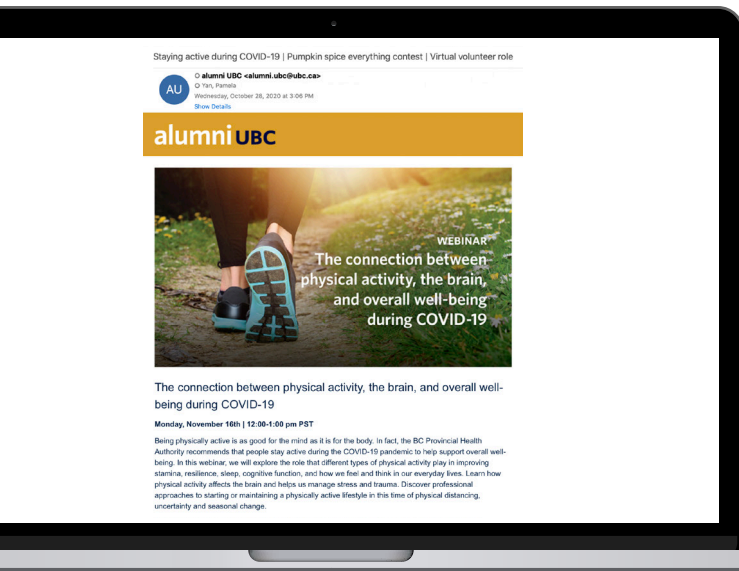
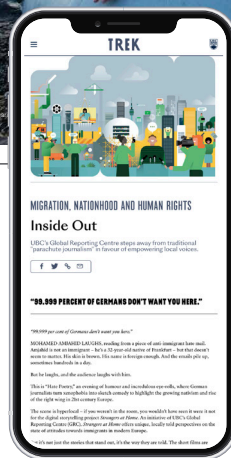
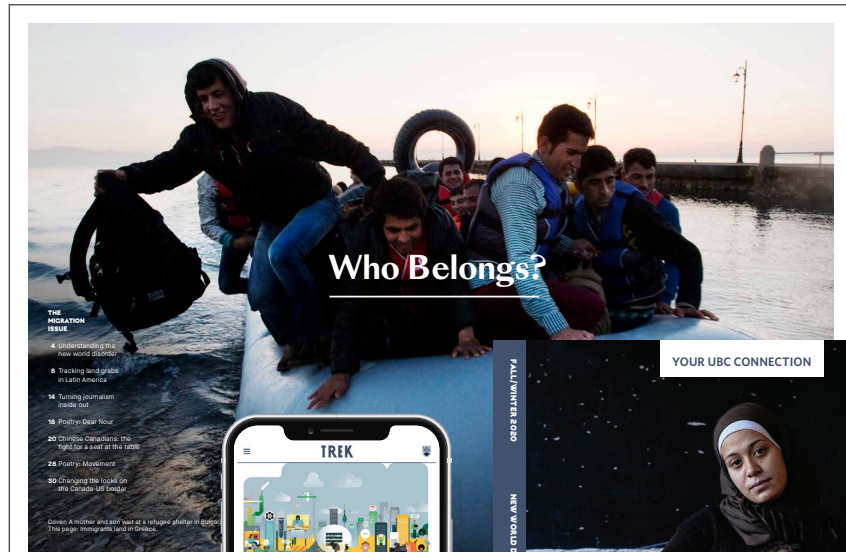
alumniUBC
Advertising & Sponsorship
Rate Kit 2021

When you advertise with *alumni UBC*, you are creating change - in your community and in the lives of students and alumni. You are supporting more than your brand campaign. You are helping foster dialogue that advances society.



Trek

TREK is a print and online publication for UBC alumni. It offers an informed and unique UBC lens on key social issues, and reflects the ingenuity and community spirit of an ever-evolving university. The print edition is distributed twice per year while the digital newsletter brings engaging content to our alumni on a monthly basis.



alumni UBC Newsletters

The **Programs and Events** newsletter highlights upcoming webinars, in-person events, educational opportunities, and benefits and services for the alumni community.

Our Audience

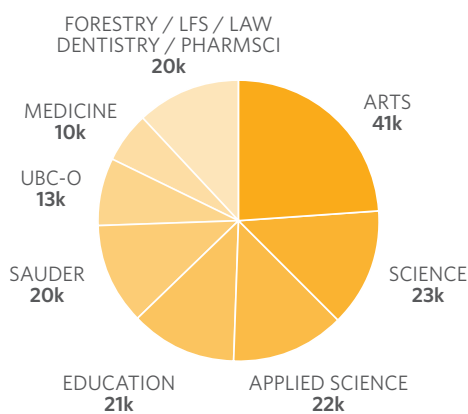
UBC alumni live and work in more than 140 countries around the world. They are innovators, entrepreneurs, scientists, artists, community builders, and advocates. It's a global network of well-connected, educated and influential individuals that we are proud to call our alumni family.

Circulation

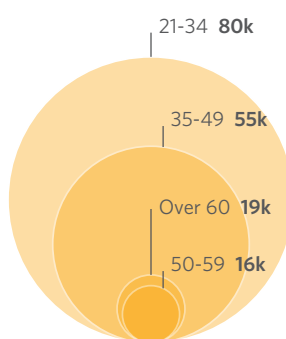
TREK print magazine	2 issues per year	190,000 subscribers
TREK website	updated weekly	estimated 15,000 impressions per month
TREK magazine newsletter	12 issues per year	170,000 subscribers
Programs and events newsletter	25 issues per year	170,000 subscribers

Circulation Breakdown

BY FACULTY



BY AGE



BY REGION



TREK Magazine

SIZES

Outside back cover, with bleed*		artwork trim live area	8.25 x 11 8 x 10.75 6.5 x 9.25	\$6,000
Inside back cover, with bleed*				\$5,500
Full page, non bleed		artwork	6.5 x 9.25	\$4,800
Half page		artwork	6.5 x 4.5	\$3,000
Quarter page		artwork	3.125 x 4.5	\$2,200

*bleed ads: include 0.125" on all edges, keep all logos/text at least 0.5" away from all edges

Pricing for inserts and Presenting Sponsor position of a feature section available on request.

Digital Advertising

1 MONTH AD PACKAGE

1x TREK email ad
1x Programs and Events email ad
1x month website ads

\$1,650

3 MONTH AD PACKAGE

3x TREK email ads
3x Programs and Events email ads
3x months website ads

\$4,950

The digital advertising layout includes three main components:

- website:** A desktop view showing a 'TREK' header, a search bar, and a 'Leaderboard | 728 x 90px' ad slot. Below the header are two 'Big box 300 x 250px' ad slots and a content area with horizontal lines.
- mobile:** A mobile view showing a 'Mobile leaderboard 320 x 50px' ad slot at the top, followed by content lines, and a 'Big box 300 x 250px' ad slot at the bottom.
- email:** An email view showing a 'Big box 300 x 250px' ad slot on the right side and a 'Banner 620 x 160px' ad slot at the bottom.

Print and Digital Package

Half page print ad
3x TREK email ads
3x Programs and Events email ads
3x months website ads

\$7,950

TREK print magazine

DISTRIBUTION DATE	AD MATERIAL DUE DATE
31 May	12 April
22 Nov	18 Oct

TREK email newsletter

DISTRIBUTION DATE	AD MATERIAL DUE DATE
16 Feb	1 Feb
12 March	1 March
20 April	1 April
20 May	1 May
18 June	1 June
13 July	1 July
13 Aug	1 Aug
24 Sept	1 Sept
19 Oct	1 Oct
19 Nov	1 Nov
17 Dec	1 Dec

Programs and Events newsletter

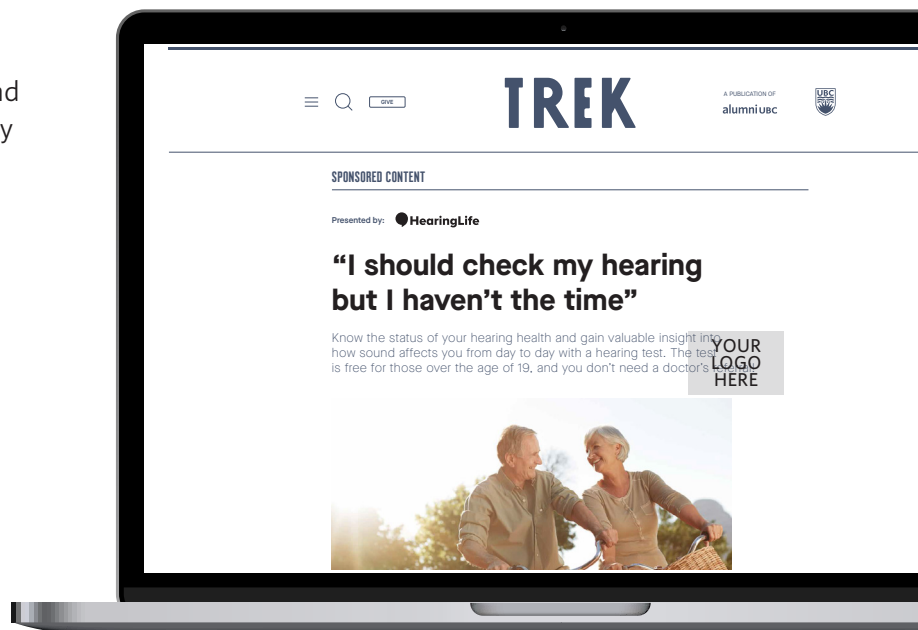
DISTRIBUTION DATE	AD MATERIAL DUE DATE
20 Jan	6 Jan
3 Feb	20 Jan
17 Feb	3 Feb
3 March	17 Feb
17 March	3 March
31 March	17 March
14 April	31 March
28 April	14 April
12 May	28 April
26 May	12 May
9 June	26 May
23 June	9 June
7 July	23 June
21 July	7 July
4 Aug	21 July
18 Aug	4 Aug
1 Sept	18 Aug
15 Sept	1 Sept
29 Sept	15 Sept
13 Oct	29 Sept
27 Oct	13 Oct
10 Nov	27 Oct
24 Nov	10 Nov
8 Dec	24 Nov

**All dates are accurate as of rate kit release.
On occasion, alterations may be required and
advertisers will be notified of any changes.*

Sponsorship Opportunities

alumni UBC is known for offering engaging educational content. We have a range of webinar series', a dynamic career development program and a mix of virtual and live events for alumni in our key markets and we would welcome the opportunity to align your business with ours as a sponsor of our programming. We can help with recruitment, education, volunteerism and general brand awareness goals.

All partnership packages are customized.



Native Advertising

Do you have a story to tell? The *alumni UBC* team would be happy to work with you to create customized content that blends your company's brand with the *alumni UBC* voice.

\$7,250

1 x Full page TREK Magazine print ad

1 x Native ad article in TREK digital newsletter

Includes editorial support to craft the content.
Final approval rests with the *alumni UBC* editorial team.

TREK digital newsletter placement will link to a standalone native ad page on trekmagazine.alumni.ubc.ca
Maximum two native advertising placements per magazine issue.

alumni UBC is known for offering engaging content. From our award winning publication, TREK Magazine, to virtual educational series, and new digital channels featuring articles and insights from UBC researchers and experts, we act as a trusted source of information for alumni and the community at large.

We invite you to join us in aligning your brand with our expertise, as we launch TREK Spotlight, a six month themed series of print and digital content. As a sponsor of this series your brand will be promoted to our subscribers in the following ways:

TREK Magazine

- Logo featured on the introductory page of the themed section
- One full page colour ad in the themed section

TREK Digital

trekmagazine.alumni.ubc.ca and TREK email newsletters

- Presenting sponsor recognition on theme section homepage of website, on all themed article pages, and in monthly email newsletters
- 6 months of website advertising
- Promotion on social media posts related to the themed content

TREK Spotlight Event

- Presenting sponsor recognition on all marketing collateral before, during and after a themed content event
- Option to provide welcome remarks and/or introduce hosts and speakers

Total investment for the TREK Spotlight marketing package is \$15,000. Additional events and communications touchpoints can be added to enhance this package.

AUDIENCE DATA:

TREK Magazine
190,000 subscribers

Digital Newsletters
170,000 subscribers

Virtual Event Attendees
Avg. 1,000 - 2,500 /event

Website
Avg. 15,000 impressions /month

UPCOMING THEMES & DATES:

May 2021 to October 2021
- **Frontiers in Medicine**

November 2021 to April 2022
- **The Future of Work**