



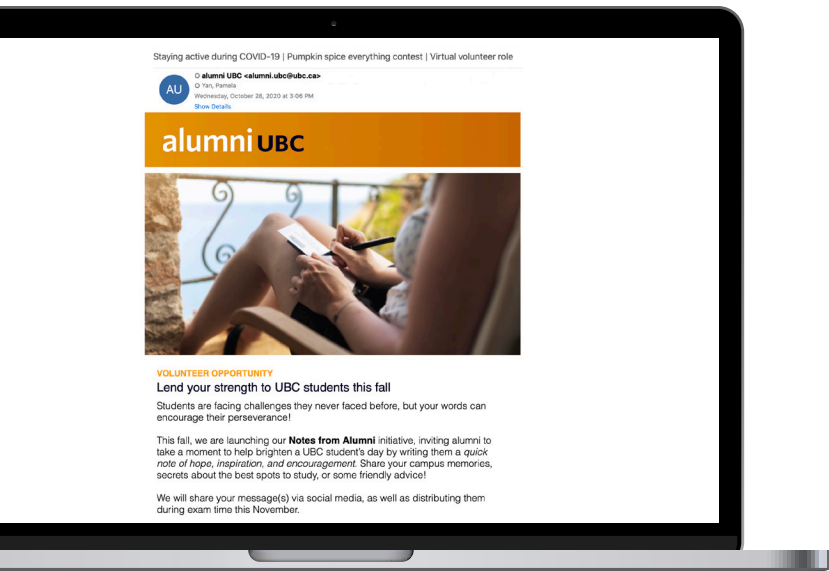
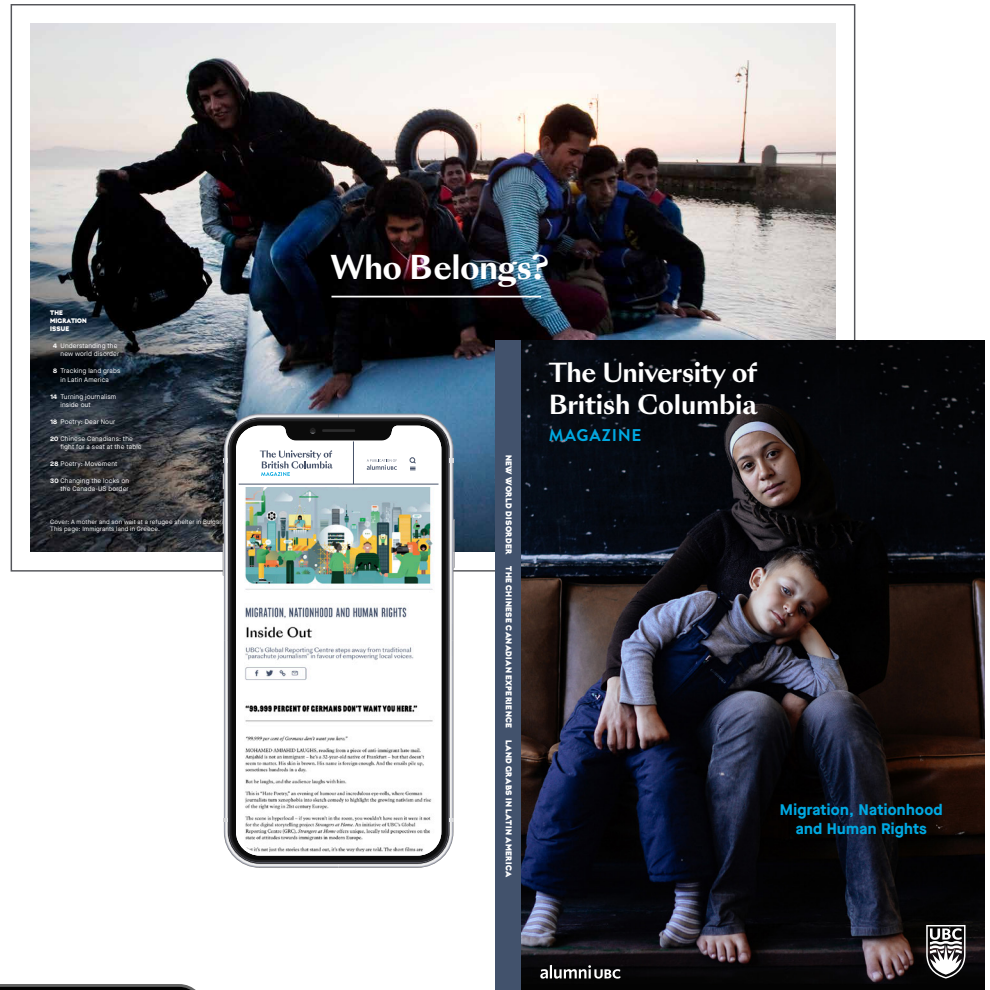
alumniUBC
Advertising & Sponsorship
Rate Kit 2023

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.



UBC Magazine

The University of British Columbia Magazine 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.



alumniUBC Newsletters

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

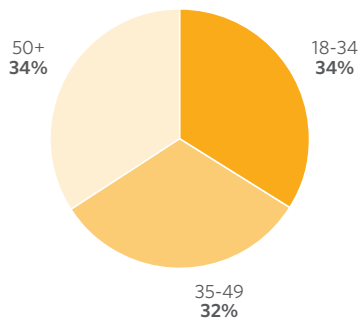
Our Audience

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.

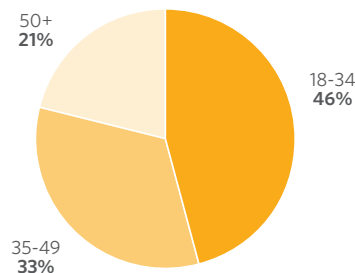
Audience Breakdown

BY AGE

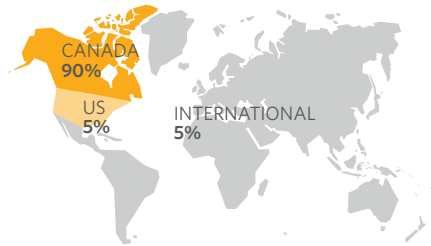
Print



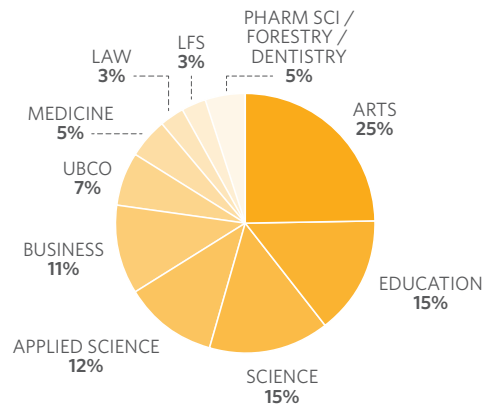
Digital



BY REGION



BY FACULTY



Circulation

UBC Magazine - print	2 issues per year	190,000
UBC Magazine - website	updated weekly	estimated 15,000 impressions per month
UBC Magazine - email newsletter	12 issues per year	170,000 subscribers
Programs and events newsletter	25 issues per year	170,000 subscribers

UBC Magazine

SIZES

Outside back cover*	8 x 10.75"	\$6,000	
Inside back cover*	8 x 10.75"	\$5,500	
Inside full page*	6.5 x 9.25"	\$4,800	
Half page	6.5 x 4.5"	\$3,000	
Quarter page	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 UBC Magazine email ad	\$1,650
1x Programs and Events email ad	
1x month website ads	

3 MONTH AD PACKAGE

3x UBC Magazine email ads	\$4,950
3x Programs and Events email ads	
3x months website ads	

The diagrams illustrate the placement of ads on different digital platforms:

- website:** Shows a desktop layout with a 'Leaderboard | 728 x 90px' at the top, and two 'Big box 300 x 250px' ads on the right side of the page.
- mobile:** Shows a mobile layout with a 'Mobile leaderboard 320 x 50px' at the top and a 'Big box 300 x 250px' ad at the bottom.
- email:** Shows an email layout with a 'Big box 300 x 250px' ad on the right side.

Print and Digital Package

Half page print ad	\$7,950
3x UBC Magazine email ads	
3x Programs and Events email ads	
3x months website ads	

UBC Magazine

PRINT

DISTRIBUTION DATE	AD MATERIAL DUE DATE	AD CLOSING DATE
May 1	March 27	February 27
October 30	September 25	August 28

EMAIL NEWSLETTER

DISTRIBUTION DATE	AD MATERIAL DUE DATE
January 19	January 5
February 16	February 2
March 14	March 1
April 13	March 30
May 11	April 27
June 22	June 8
July 20	July 6
August 17	August 3
September 14	August 31
October 12	September 28
November 9	October 26
December 7	November 23

Programs and Events newsletter

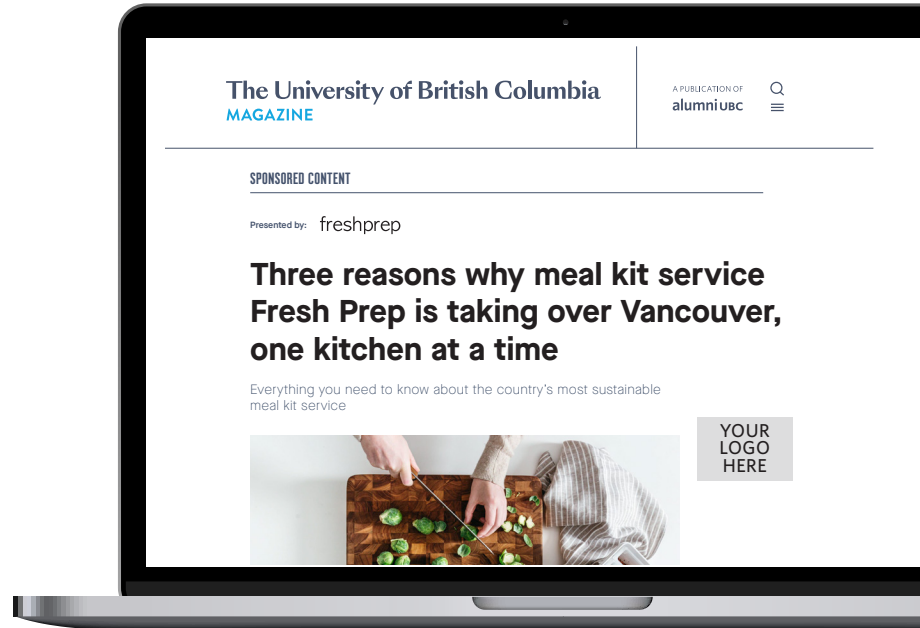
DISTRIBUTION DATE	AD MATERIAL DUE DATE
January 12	
January 26	January 12
February 9	January 26
February 23	February 9
March 9	February 23
March 23	March 9
April 6	March 23
April 20	April 6
May 4	April 20
May 18	May 4
June 1	May 18
June 15	June 1
June 29	June 15
July 13	June 29
July 27	July 13
August 10	July 27
August 24	August 10
September 7	August 24
September 21	September 7
October 5	September 21
October 19	October 5
November 2	October 19
November 16	November 2
November 30	November 16
December 14	November 30

**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 UBC Magazine print ad

1 x Native ad article in UBC Magazine email newsletter

6 months website ads

Final approval rests with the *alumni UBC* editorial team.

UBC Magazine email newsletter placement will link to an ad page on magazine.alumni.ubc.ca

Maximum two native advertising placements per magazine issue. Run dates are May and November each year to align with print magazine issue.

alumni UBC is known for offering engaging content. From our award winning publication, UBC 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 UBC Magazine 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:

UBC Magazine

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

UBC Magazine Digital

magazine.alumni.ubc.ca and UBC Magazine 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 the first social media post related to the themed content

UBC Magazine 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 UBC Magazine SPOTLIGHT marketing package is \$15,000. Additional events and communications touchpoints can be added to enhance this package.

AUDIENCE DATA:

UBC 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:

November 2022 - April 2023
The Future of Food

May - October 2023
tbc