



## Alumni Advertising and Promotional Opportunities



Clemson University Alumni Center  
109 Daniel Drive  
Clemson, SC 29631-3001  
864-656-2345  
[clemson.edu/alumni](http://clemson.edu/alumni)

[clemson.edu/alumni](http://clemson.edu/alumni)

# Targeting an Alumni Family of *Tigers*



**W**hen it comes to advertising, the Clemson Alumni Association offers effective and unique ways to target an alumni family of over 119,000 around the globe. Here are just a few reasons why advertising with the Clemson Alumni Association is invaluable.

- Instant credibility
- Access to Tigers everywhere
- Loyal target market of college graduates
- Strong endorsement by highly visible and reputable Clemson organizations
- Ability to target specific alumni markets
- Flexibility in advertising options including print, eNewsletter, website, business directory, classifieds and event advertising
- Measureable investment with strong ROI
- Increased brand awareness through Clemson Alumni connections

## **Publicize in Print with *Clemson World Magazine***

*Clemson World* magazine — which covers everything Clemson — has an impressive circulation of 75,000 for the summer/fall issue and 35,000 for winter and spring issues. There's also a 10% discount with every annual contract. For more details about advertising go to:

[clemson.edu/clemsonworld/advertising.html](http://clemson.edu/clemsonworld/advertising.html)

## **Make Your Business be Heard in *The Echo* eNewsletter**

*The Echo* eNewsletter is distributed every two weeks to over 62,000 alumni and friends' email addresses, and there's an average of over 18% open rate. That means that 10,000-11,000 people will see your ad, and you'll be able to see that for yourself with the metrics report provided to you.

## **Win over Your Audience with Website Advertising**

Over 16,000 unique visitors each month peruse the Clemson University Alumni website with its frequently updated content. No wonder there are so many repeat visits and so much user interaction. Large feature ads and navigation bar ads are both available.

## **Direct Tigers to Your Business with the *Clemson Pages***

The *Clemson Pages* is a Web-based business directory and classified listing that connects Clemson alums with common geographic and/or industry criteria. It's promoted on both the Clemson Alumni webpage and in *The Echo* eNewsletter. Your business listing will include your company logo, ad text, contact information and website link, or choose a more visible banner advertisement.

## **Event and Giveaway Item Sponsorship Opportunities**

A great way to promote your company is through an event or program sponsorship with the Clemson Alumni Association. Whether it's the Welcome Back Festival, the Senior Picnic, the Alumni Annual Golf Tournament, the Distinguished Service Award Banquet, the Prowl and Growl Tour or an alumni reunion, your business is sure to attract the attention of Tigers in attendance.

## **Advertising at Its Finest with Affinity Sponsorships**

There are many options for affinity sponsorships with the Clemson Alumni

Association. A corporate sponsorship includes advertising in the various mediums offered by the Alumni Association. There are also opportunities with product sponsorship on the Clemson Marketplace, as well as co-branded item giveaways.

## **Alumni Center Rentals**

Don't forget the availability of the Alumni Center for all of your special event needs.

## **Contact us today to learn more and to begin promoting your products or services to the Clemson Family!**

And view the full detail of rates, specifications and ad schedule on the Alumni homepage at [clemson.edu/alumni](http://clemson.edu/alumni).

## **Contact:**

Randy Boatwright  
Director, Business Development  
and Facilities  
864-656-2345  
[brandol@clemson.edu](mailto:brandol@clemson.edu)

