



PARTNERSHIP OPPORTUNITIES

WITH THE MIZZOU ALUMNI ASSOCIATION

MIZZOU M ALUMNI
ASSOCIATION





WANT TO REACH MIZZOU'S MOST DEDICATED TIGERS? WE CAN HELP.



Our alumni are movers and shakers; educated, driven and exceptionally engaged. They're spread across the country, but with deep ties to Missouri and their alma mater — and they're happy to support businesses that love Mizzou as much as they do.

As representatives for over 340,000 (284,000 graduates) Tigers worldwide, we're always on the lookout for featured partners and sponsors who align with our values and mission. So if you're ready to speak directly to Mizzou's best and brightest, you're in the right place!

Let's chat about the ways we can help you share your message — and the benefits of partnering with the Mizzou Alumni Association. You'll be glad you did.

M-I-Z!

TODD MCCUBBIN, M ED '95
EXECUTIVE DIRECTOR, MIZZOU ALUMNI ASSOCIATION

CONTENTS

Audience Location	4
Audience Breakdown	6
MIZZOU magazine	8
Custom Magazine Program	10
Mizzou.com	11
Mizzou Alumni Newsletters	12
Social Media	13



**Questions about advertising
or sponsorship opportunities?**

Contact **Scott Dahl**, Director of Business Development
573-882-2374 | 800-372-6822 | F 573-882-5145
scottdahl@missouri.edu

OUR AUDIENCE (NATIONAL)

Reach Tigers far and wide Our alumni and fans can be found in all 50 states, as well as countries around the world. But no matter where they go, they still share deep, lifelong ties to the University.



Total graduates worldwide

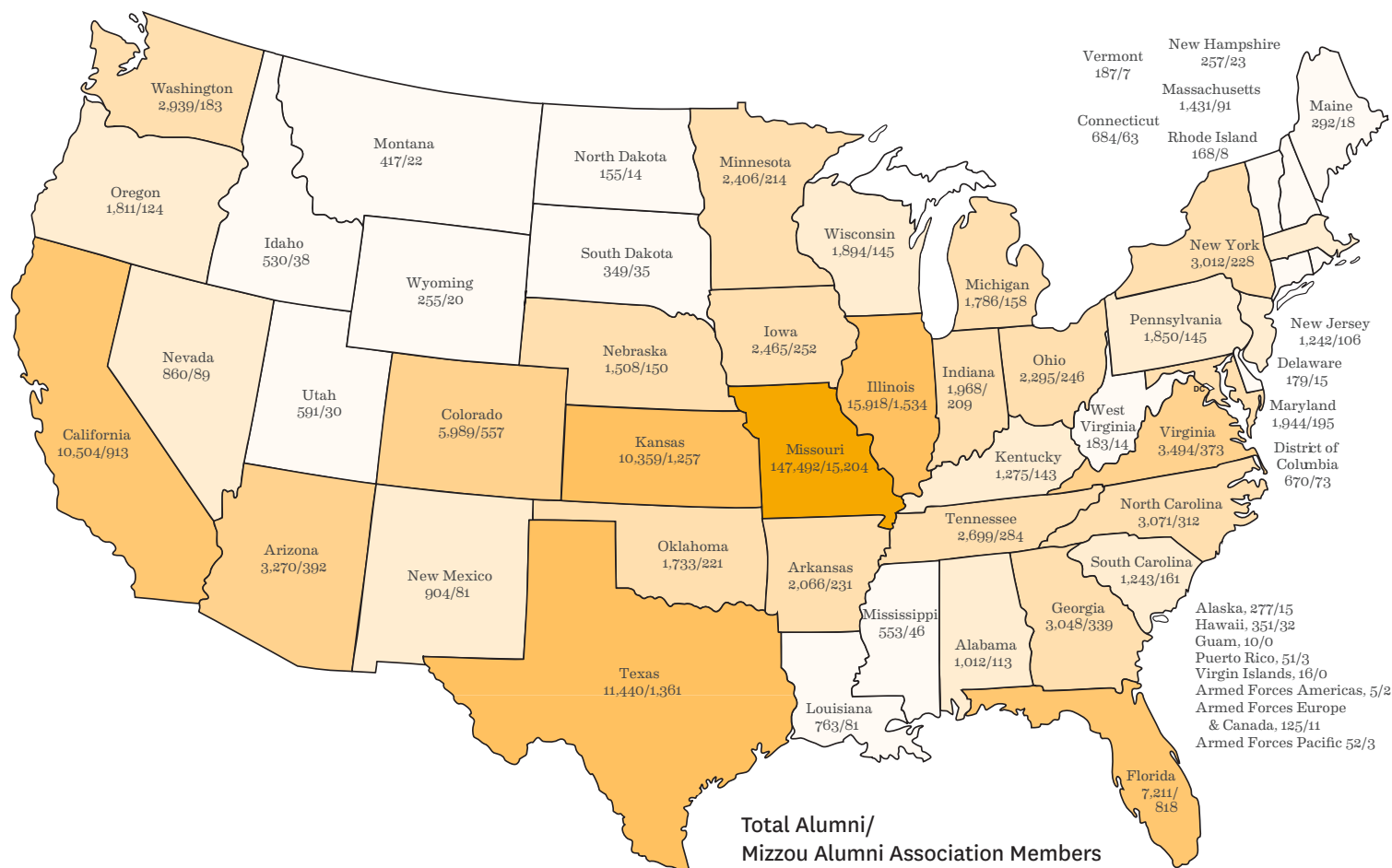
284,000



Total graduates nationwide

269,000

Where We Are in the United States



Total Alumni/
Mizzou Alumni Association Members

Total MAA Member Households 25,000

Figures based on actual circulation data taken from USPS mailing statements.

Rev. 5/2021

OUR AUDIENCE (REGIONAL)

Where We Are in Missouri

147,491 Total graduates statewide

55,996

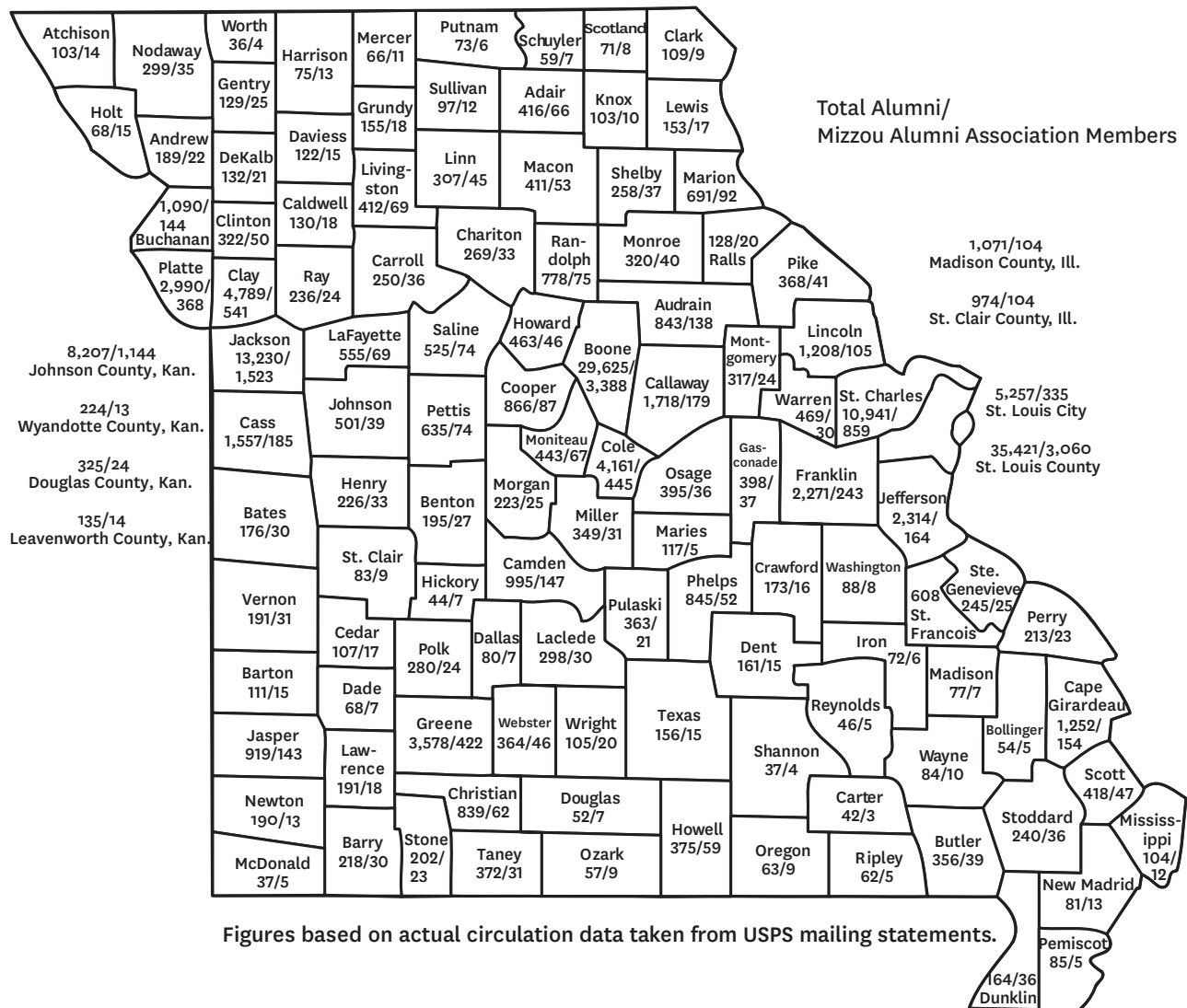
St. Louis area (St. Louis City; St. Louis County; St. Charles and Jefferson counties in Missouri; Madison and St. Clair counties in Illinois)

39,217

Central Missouri area
(Audrain, Boone, Callaway, Cole, Cooper, Howard, Moniteau, Monroe and Randolph counties)

29,900

Kansas City area (Jackson, Clay and Platte counties in Missouri; Johnson, Wyandotte, Douglas and Leavenworth counties in Kansas)



OUR AUDIENCE

The following **PRIZM** (Potential Rating Index for Zip Markets) life stage groups are the top three that most frequently reflect living Mizzou graduates. There are 11 total groups, which are broken into 86 sub-segments based on shared socioeconomic, demographic, and behavioral characteristics and may be utilized to help identify target audiences.

23%

Affluent Empty Nests – Upscale couples whose children have left the home; Hold executive and professional positions; Disposable cash to finance active lifestyles rich in travel, cultural events, exercise equipment, and business media; Active in politics and communities

19%

Accumulated Wealth – Professionals who may or may not have children still living at home; Disposable cash and sophisticated tastes; Prime audience for print media, expensive cars, and frequent vacations – often to theme parks and European destinations

16%

Conservative Classics – Upper-middle class; Empty nesters living in older, suburban homes; Enjoy gardening, reading, entertaining neighbors, excursions to local museums, theaters, or casual-dining restaurants

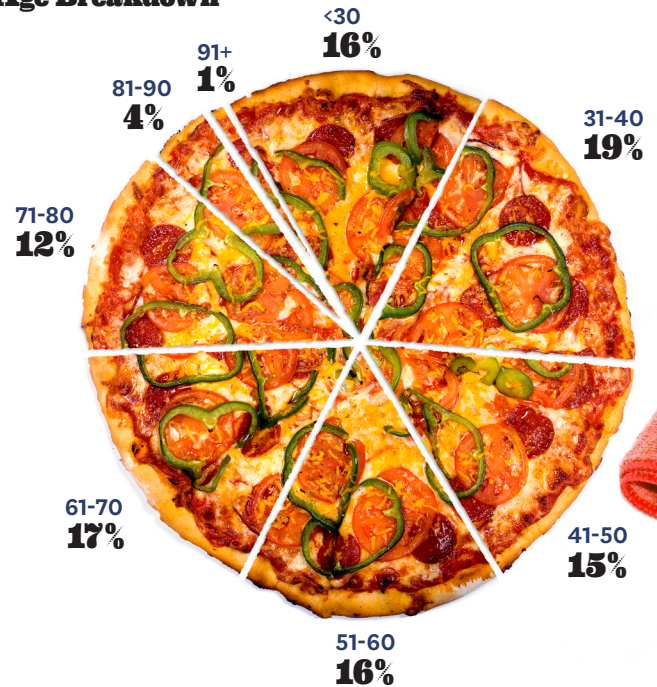
49% Female **51%** Male



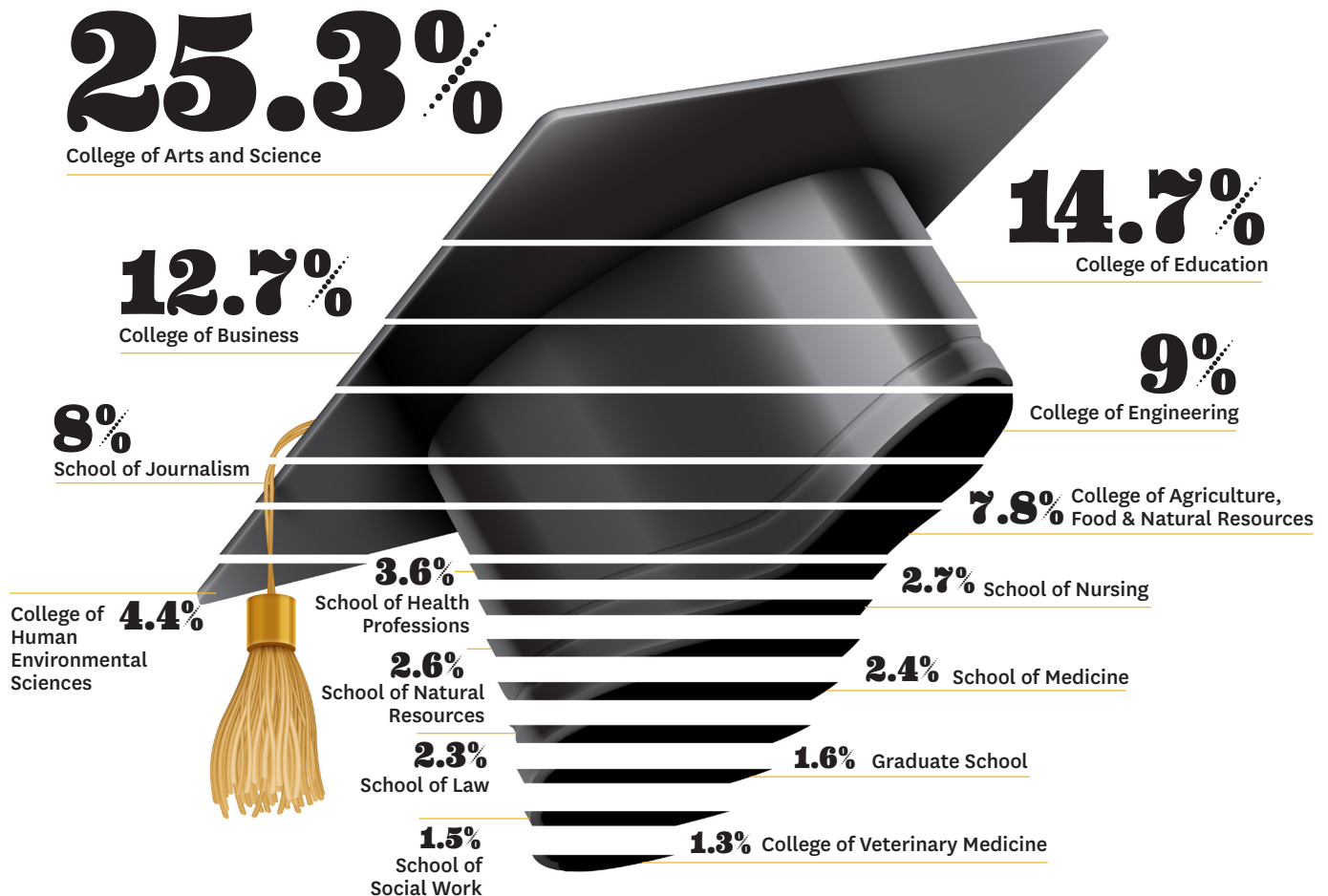
Income Breakdown



Age Breakdown



Degree-holding Alumni by College



MIZZOU MAGAZINE

MIZZOU magazine is the premier alumni news publication of the Mizzou Alumni Association. It's been that way for more than 100 years. The magazine has been recognized repeatedly for quality, engaging content and design, most recently from the Council for Advancement and Support of Education and the Society of Publication Designers. Now is a great time to advertise in MIZZOU magazine.



Ad Rates

MIZZOU magazine (per issue)

FULL COLOR

Size	1x or 2x	3x
Full Page	\$2,760	\$2,400
2/3 Page	\$2,185	\$1,900
1/2 Page	\$1,840	\$1,600
1/3 Page	\$1,265	\$1,100

COVERS

Back Cover	\$3,910	\$3,400
Inside Front Cover	\$3,565	\$3,100
Inside Back Cover	\$3,335	\$2,900

Inserts, Blow-ins, Belly bands, Ink Jetting, Polybagging
Prices quoted upon request

Schedule

Issue date	Space reservation	Materials due	Published date
Fall 2021	June 25	July 19	Aug. 26
Winter 2022	Oct. 26	Nov. 9	Dec. 17
Spring 2022	Feb. 25	March 4	April 15

Dimensions



Full Page
Bleed, 8⁵/₈" x 11¹/₈"



Two-thirds
3 column
4³/₈" x 9"



Two-thirds
5 column
7³/₈" x 6"



One-half
3 column
4³/₈" x 7"



One-half
5 column
7³/₈" x 4¹/₂"



One-third
2 column
2⁷/₈" x 9"



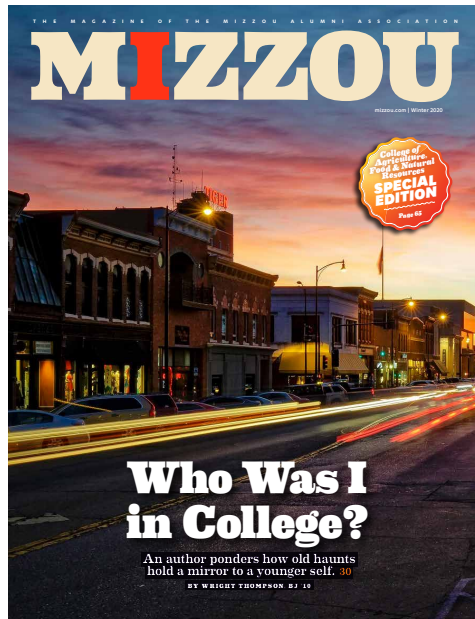
One-third
3 column
4³/₈" x 6"



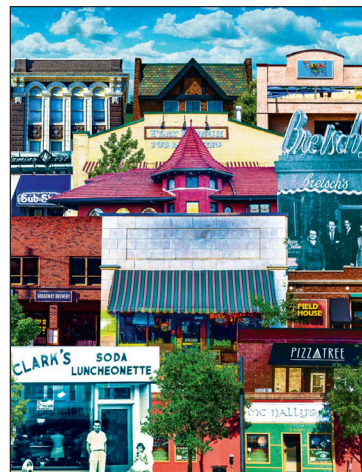
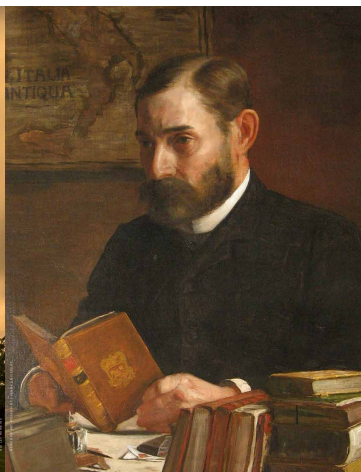
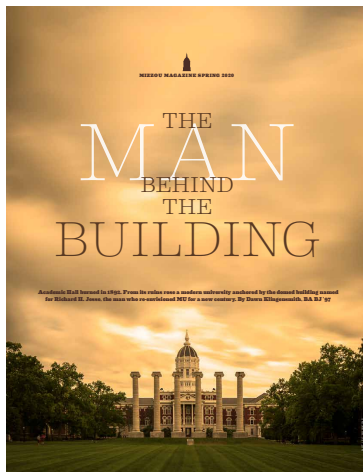
One-third
4 column
5⁷/₈" x 4¹/₂"



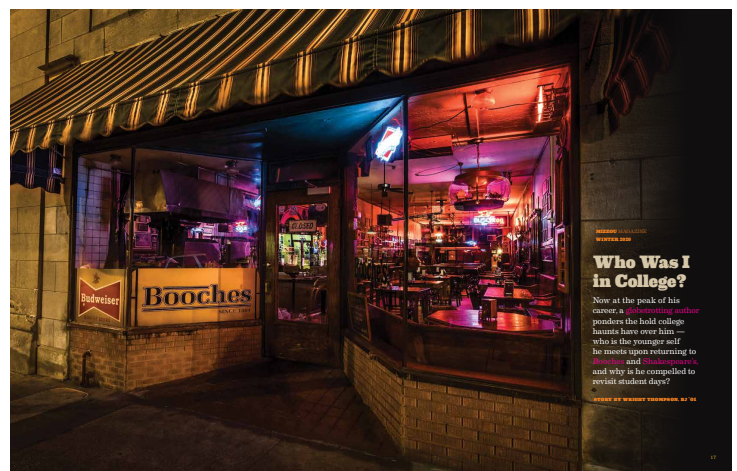
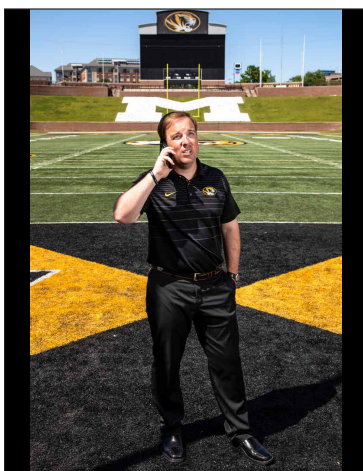
One-third
5 column
7³/₈" x 3¹/₂"



"I can't believe how much I learned and enjoyed. The magazine is better than it's ever been." —ED TRAVIS, BS BA '56



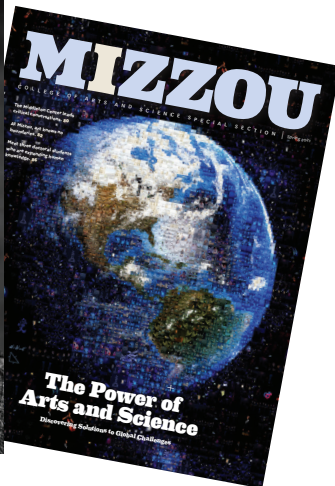
"Just received my MIZZOU magazine today; enjoyed reading every page." —WINNIE FRITZ, BSN '68



CUSTOM MAGAZINE PROGRAM



➤ Spring 2021 — Arts and Science



Partner with the Mizzou Alumni Association and MIZZOU magazine to reach your target audience with high-quality, engaging content. Custom magazines include up to 16 additional pages of compelling content specific to your goals. Packaged together with the standard magazine, a custom approach elevates engagement with your key audiences using your stories and images.

CLIENT TESTIMONIALS

Our Nursing School got a strong shot in the arm when we partnered with our central communicators to create a magazine that our one-person communication shop could never have produced. What our alumni and donors received was a beautifully seamless and holistic collection of campus and Nursing content. A custom magazine is the perfect way to tell our stories.

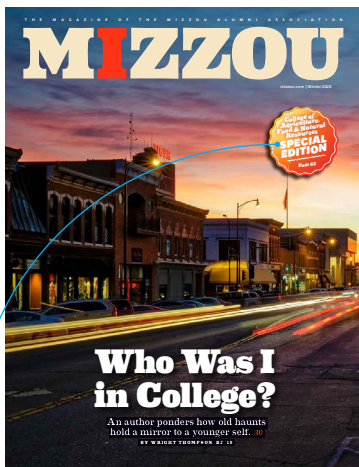
— **Ana Compain-Romero**,
MU Sinclair School of Nursing Advancement Officer

The School of Health Professions custom magazine would not have been possible without this partnership with the Mizzou Alumni Association. My small team has neither the time nor breadth of skills required to produce a publication of this quality. The magazine staff handled every step of the process: project management, writing, editing, fact checking, art direction, photography, design, illustration and printing. The investment more than paid for itself in time savings, although we also benefitted from efficiencies in printing and postage.

— **Angela Dahman**, MU School of Health Professions
Director of Strategic Communication and Marketing



➤ Fall 2020 — School of Health Professions



➤ Winter 2020 — College of Agriculture, Food & Natural Resources



MIZZOU Custom Magazine Pricing

Pricing for the custom magazine is based on a 10,000 copy minimum, or the equivalent in additional advertising. This requirement is in place to allow us to promote an equitable product for both large and small clients that also gives us the flexibility we need to do a project of this magnitude. While pricing for each project is slightly different, the following estimate is an average cost breakdown:

Editorial planning and writing	\$8,000
Graphic design and layout	\$1,000
Magazine cost per copy (10,000 copy minimum)	\$1.75

Custom magazines will feature a cover graphic calling attention to the special section.

MIZZOU.COM

MAA's website serves as a hub for all 120+ association chapters, as well as headquarters for major events like Homecoming. Your banner ad will be visible on all major landing pages.

[Login](#)
[First Time Login](#)
[JOIN](#)
[GIVE](#)
[EVENTS](#)

[MEMBERSHIP](#)
[CONNECT](#)
[VOLUNTEER](#)
[SUPPORT](#)
[AWARDS](#)
[STUDENTS](#)

#MIZZOUMADE

Contact MAA

123 Reynolds Alumni Center
Columbia, MO 65211

Phone: 573-882-6611

Email: maa@mizzou.com

FIND INFO

- Board of Directors
- Students
- About MAA
- Staff

EXPLORE

- MIZZOU Magazine
- MAA App
- Tiger Locator Service
- News

QUICK LINKS

- My Profile
- Update My Info
- The Mizzou Store
- Missouri.edu

1,033,306
page views Jan. 2020 – Dec. 2020

Ad Rates: Mizzou.com
\$800 per month
\$700 per month for 6+ months contract

Dimensions



Mizzou.com rotating ads
300 x 300 pixels

MIZZOU ALUMNI NEWS E-NEWSLETTER (monthly)

Location	Cost per issue	6x or 12x
----------	----------------	-----------

First placement	\$900	\$800
Second or third placement	\$800	\$700

Circulation: Approximately 150,000 alumni and friends of the University of Missouri

Submit ads by the end of the month to appear in the **following month's** issue

600 x 200 pixels, .jpg or .png format

ad space

ad space

ad space

Segmented Electronic Newsletters

True Tiger Network the student chapter of the Mizzou Alumni Association
Mizzou-YA (Young Alumni) MAA members under 28 who have graduated in the past three years,
Local Alumni Chapter Newsletters segmented by geographic area, and more

Location	Cost per issue	6x or 12x
----------	----------------	-----------

First placement	\$400	\$350
Second placement	\$300	\$250

SOCIAL MEDIA

Our Tigers are active and engaged across our many social media channels. Leverage that excitement with an MAA partnership, while selecting the audience that best matches your needs.

f Facebook: 28,347 **Instagram: 11,322** **Twitter: 26,075**

Social Media Promotional Options:

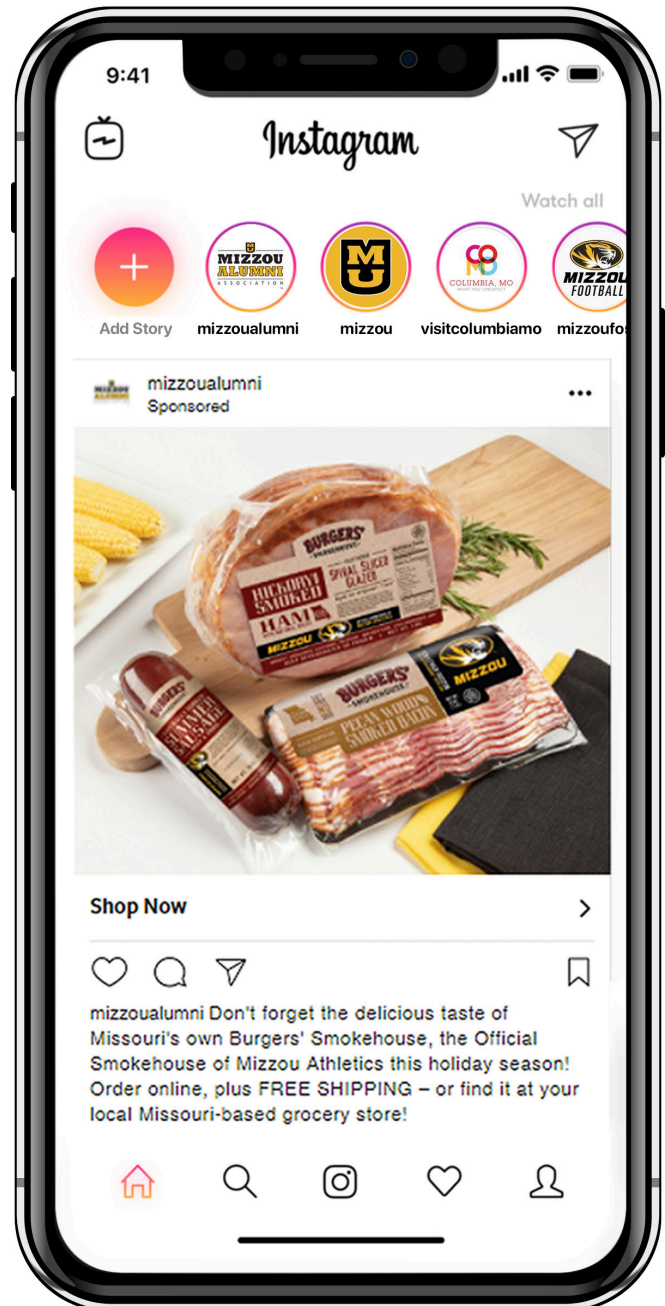
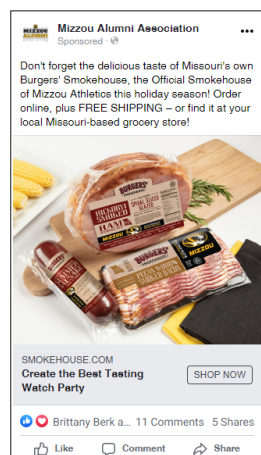
Organic Promotion

Our event and program sponsors and advertisers can receive special recognition as a sponsor on the Mizzou Alumni Association's social media platforms through organic posts.



Targeted Social Media Ads

Our sponsors and partners can showcase their connection with MAA through social media placements to reach a targeted audience of Mizzou alumni and friends. Sponsors will work with our team of social media specialists to craft and place a paid social media ad through MAA's social media platforms.



To learn more about social media sponsorship options, contact:
Scott Dahl
Director of Business Development
573-882-2374
scottdahl@missouri.edu

SPONSORSHIP OPPORTUNITIES

Becoming a presenting or supporting sponsor of Mizzou Alumni Association programs is a great way to reach a targeted audience on a personal and active level. Mizzou graduates tend to support those businesses who also support Mizzou. Each sponsorship is custom built based on what is the best fit for your business or organization. The following events and activities are just a few examples of sponsorable programs:

STUDENTS, ALUMNI, AND FRIENDS

HOMECOMING



Homecoming Parade



Campus Decs



Talent Show



Blood Drive

STUDENTS

True Tiger Network



Football Fridays

ALUMNI



Griffiths Leadership Society



MIZ Talks



SENIORS

Touring Tigers



*Making **Mizzou** Stronger*

MIZZOU  ALUMNI
A S S O C I A T I O N TM