PARTNERSHIP OPPORTUNITIES
WITH THE MIZZOU ALUMNI ASSOCIATION
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

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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.
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)

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

**OUR AUDIENCE**

51% Male

49% Female
Income Breakdown

- $75k or more: 74%
- $100k or more: 57%
- $150k or more: 30%

Age Breakdown

- <30: 16%
- 31-40: 19%
- 41-50: 15%
- 51-60: 16%
- 51-60: 16%
- 61-70: 17%
- 71-80: 4%
- 81-90: 1%
- 91+: 4%

Degree-holding Alumni by College

- College of Arts and Science: 25.3%
- College of Business: 12.7%
- School of Journalism: 8%
- College of Human Environmental Sciences: 4.4%
- School of Health Professions: 3.6%
- School of Natural Resources: 2.6%
- School of Law: 2.3%
- School of Social Work: 1.5%
- School of Nursing: 2.7%
- School of Medicine: 2.4%
- Graduate School: 1.6%
- College of Veterinary Medicine: 1.3%
- College of Agriculture, Food & Natural Resources: 7.8%
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

<table>
<thead>
<tr>
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<th>3x</th>
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<tr>
<td>Full Page</td>
<td>$2,760</td>
<td>$2,400</td>
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<tr>
<td>2/3 Page</td>
<td>$2,185</td>
<td>$1,900</td>
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<tr>
<td>1/2 Page</td>
<td>$1,840</td>
<td>$1,600</td>
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<td>$1,265</td>
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COVERS

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<tr>
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<td>Inside Front Cover</td>
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<td>Inside Back Cover</td>
<td>$3,335</td>
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Inserts, Blow-ins, Belly bands, Ink Jetting, Polybagging
Prices quoted upon request

Dimensions

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Schedule

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<td>June 25</td>
<td>July 19</td>
<td>Aug. 26</td>
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<td>Oct. 26</td>
<td>Nov. 9</td>
<td>Dec. 17</td>
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<td>Spring 2022</td>
<td>Feb. 25</td>
<td>March 4</td>
<td>April 15</td>
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</table>
Academic Hall burned in 1892. From its ruins rose a modern university anchored by the domed building named for Richard H. Jesse, the man who re-envisioned MU for a new century. By Dawn Klingensmith, BA BJ '97

“Who Was I in College?”
An author ponders how old haunts hold a mirror to a younger self. By Wright Thompson, BJ '01

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“Eli’s Calling”
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CUSTOM MAGAZINE PROGRAM

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 Companin-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

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.
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.

Ad Rates: Mizzou.com

$800 per month
$700 per month for 6+ months contract

Dimensions

Mizzou.com rotating ads
300 x 300 pixels
**PARTNERSHIP OPPORTUNITIES WITH THE MIZZOU ALUMNI ASSOCIATION**

**MIZZOU ALUMNI NEWS E-NEWSLETTER** *(monthly)*

<table>
<thead>
<tr>
<th>Location</th>
<th>Cost per issue</th>
<th>6x or 12x</th>
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<tbody>
<tr>
<td>First placement</td>
<td>$900</td>
<td>$800</td>
</tr>
<tr>
<td>Second or third placement</td>
<td>$800</td>
<td>$700</td>
</tr>
</tbody>
</table>

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

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**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

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</tr>
</thead>
<tbody>
<tr>
<td>First placement</td>
<td>$400</td>
<td>$350</td>
</tr>
<tr>
<td>Second placement</td>
<td>$300</td>
<td>$250</td>
</tr>
</tbody>
</table>

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**Support Mizzou on #GivingTuesday**

Giving Tuesday is a global generosity movement that encourages people to give in a spirit of gratitude and giving back with thousands of people today. It’s a time to celebrate giving — and making a difference for our students and communities.

**Make an Impact - Mizzou Giving Day**

NOON - NOON CT | MARCH 10-11

In less than a week, Tigers around the world will come together for our annual Mizzou Giving Day. Get ready with a special Facebook profile picture frame and by checking out our fun lineup of social media challenges for the chance to win funds for the Mizzou program of your choice!
**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.

![Social Media Statistics]

**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
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
Making Mizzou Stronger