PARTNERSHIP OPPORTUNITIES
WITH THE MIZZOU ALUMNI ASSOCIATION
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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

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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 MAA Member Households 25,000
Figures based on actual circulation data taken from USPS mailing statements.

Where We Are in the United States

Total graduates worldwide 284,000
Total graduates nationwide 269,000

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)

Total Alumni/ Mizzou Alumni Association Members

Figures based on actual circulation data taken from USPS mailing statements.
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
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%
- 61-70: 17%
- 71-80: 12%
- 81-90: 4%
- 91+: 1%

Degree-holding Alumni by College

- College of Arts and Science: 25.3%
- College of Business: 12.7%
- College of Engineering: 9%
- College of Education: 14.7%
- College of Agriculture, Food & Natural Resources: 7.8%
- School of Nursing: 2.7%
- School of Medicine: 2.4%
- Graduate School: 1.6%
- College of Veterinary Medicine: 1.3%
- School of Social Work: 1.5%
- School of Health Professions: 3.6%
- School of Natural Resources: 2.6%
- School of Law: 2.3%
- School of Journalism: 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>
<th>Size</th>
<th>1x or 2x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,760</td>
<td>$2,400</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,185</td>
<td>$1,900</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,840</td>
<td>$1,600</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,265</td>
<td>$1,100</td>
</tr>
</tbody>
</table>

#### COVERS

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$3,910</td>
<td>$3,400</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,565</td>
<td>$3,100</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,335</td>
<td>$2,900</td>
</tr>
</tbody>
</table>

**Inserts, Blow-ins, Belly bands, Ink Jetting, Polybagging**

Prices quoted upon request

### Dimensions

- **Full Page**
  - Bleed: $8\frac{3}{8}$" x $11\frac{1}{8}$"

- **Two-thirds**
  - 3 column: $4\frac{3}{8}$" x 9"
  - 5 column: $7\frac{3}{8}$" x 6"

- **One-half**
  - 3 column: $4\frac{3}{8}$" x 7"
  - 5 column: $7\frac{3}{8}$" x $4\frac{1}{2}$"

- **One-third**
  - 2 column: $2\frac{5}{8}$" x 9"
  - 3 column: $4\frac{3}{8}$" x 6"
  - 4 column: $5\frac{3}{8}$" x $4\frac{1}{2}$"
  - 5 column: $7\frac{3}{8}$" x $3\frac{1}{2}$"

### Schedule

<table>
<thead>
<tr>
<th>Issue date</th>
<th>Space reservation</th>
<th>Materials due</th>
<th>Published date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full 2022</td>
<td>June 24</td>
<td>July 19</td>
<td>Aug. 26</td>
</tr>
<tr>
<td>Winter 2023</td>
<td>Oct. 26</td>
<td>Nov. 9</td>
<td>Dec. 17</td>
</tr>
<tr>
<td>Spring 2023</td>
<td>Feb. 24</td>
<td>March 6</td>
<td>April 17</td>
</tr>
</tbody>
</table>
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 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

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:

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial planning and writing</td>
<td>$8,000</td>
</tr>
<tr>
<td>Graphic design and layout</td>
<td>$1,000</td>
</tr>
<tr>
<td>Magazine cost per copy (10,000 copy minimum)</td>
<td>$1.75</td>
</tr>
</tbody>
</table>

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 6x or 12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>First placement</td>
<td>$900 $800</td>
</tr>
<tr>
<td>Second or third placement</td>
<td>$800 $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

### 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 within the past three years,

**Local Alumni Chapter Newsletters**

segmented by geographic area, and more

<table>
<thead>
<tr>
<th>Location</th>
<th>Cost per issue 6x or 12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>First placement</td>
<td>$400 $350</td>
</tr>
<tr>
<td>Second placement</td>
<td>$300 $250</td>
</tr>
</tbody>
</table>

### True Tiger Network Newsletter

**MAY 2021**

**GOOD LUCK ON FINALS!**

### Support Mizzou on #GivingTuesday

**GIVINGTUESDAY**

Support Mizzou, and help us celebrate your generosity!

### Congratulations!

St. Louis Alumni Chapter earns Capstone status!

You are proud to announce that the St. Louis Alumni Chapter has achieved Capstone status for the 2020-2021 year, the highest level of achievement for regional alumni chapters. By attaining the level of recognition, the chapter received enhanced support from the Mizzou Alumni Association and will be invited to award scholarships to talented students in the area who desire to be Tigers.
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 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
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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
PARTNERSHIP OPPORTUNITIES
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Making Mizzou Stronger