

MIZZOU ALUMNI ASSOCIATION

OPPORTUNITY GUIDE





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 356,000 (293,000 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 Travel and 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.



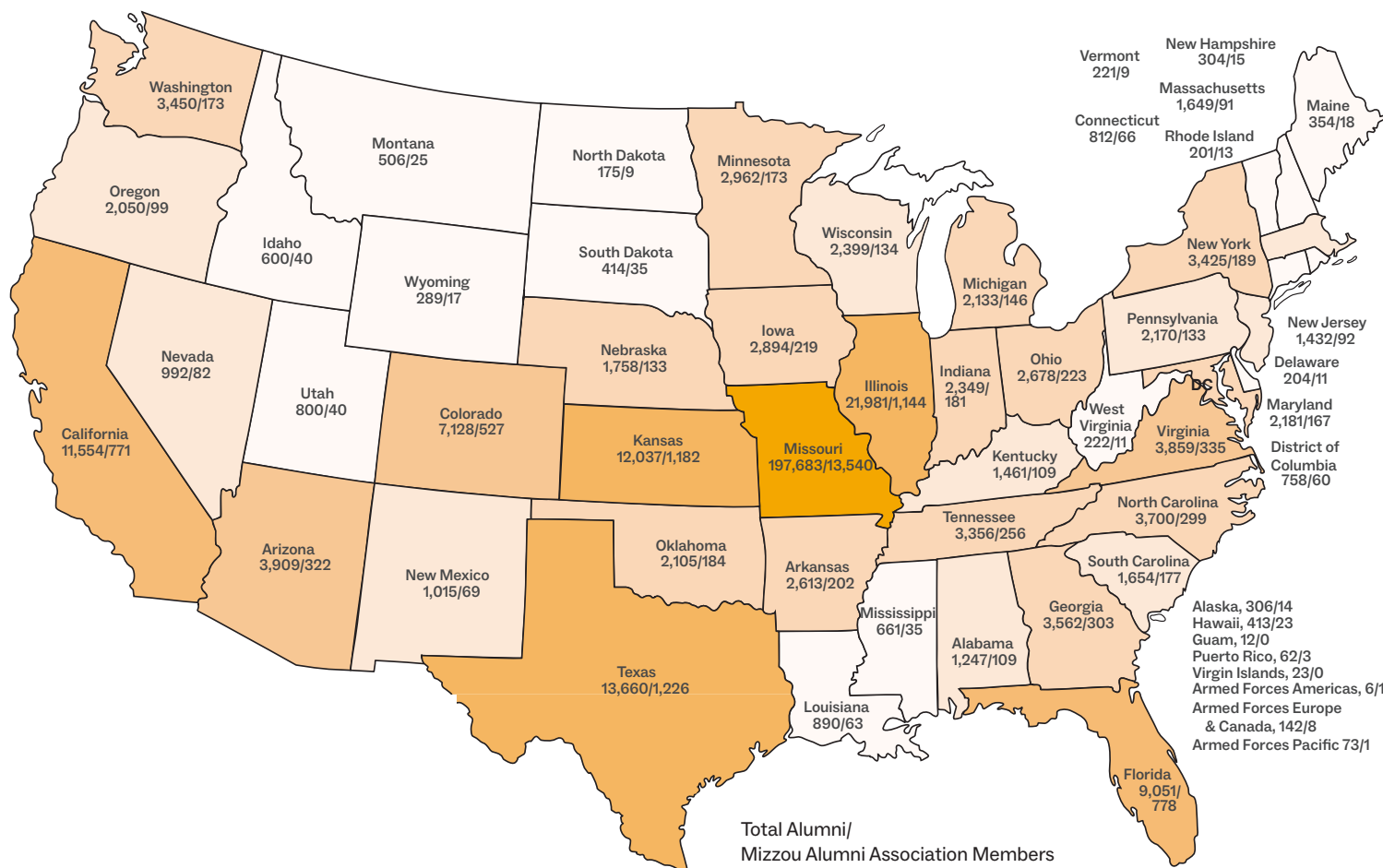
Total alumni worldwide



Total alumni nationwide

356,802

344,723



Total Alumni/
Mizzou Alumni Association Members

Total MAA Member Households 24,623

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

Rev. 5/2025

OUR AUDIENCE (REGIONAL)

197,683



Total alumni statewide

72,748

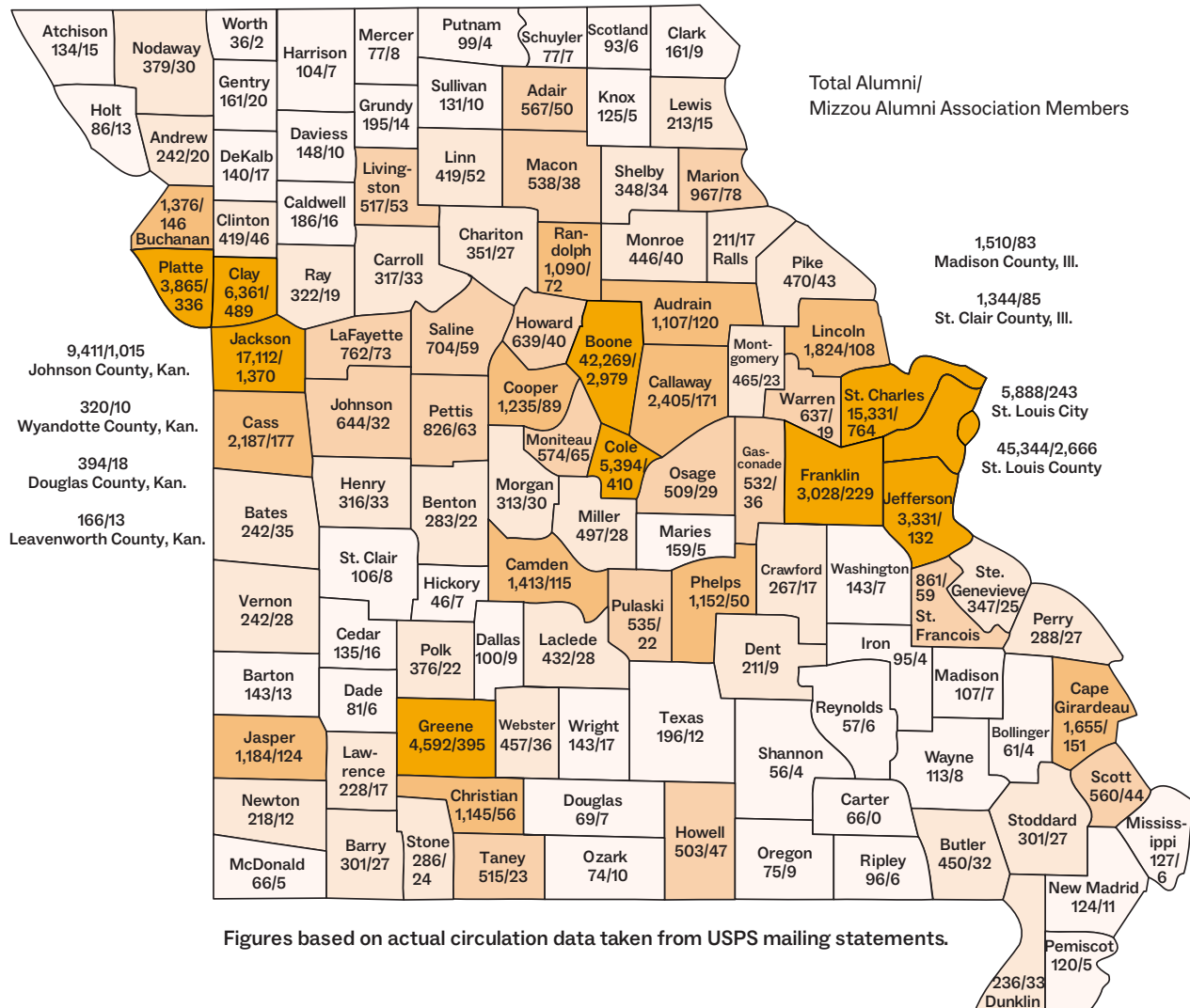
St. Louis area (St. Louis City; St. Louis County; St. Charles and Jefferson counties in Missouri; Madison and St. Clair counties in Illinois)

55,159

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

37,629

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



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 consistently recognized for quality, engaging content and design, most recently from the Council for Advancement and Support of Education and the Society of Publication Designers. Mizzou magazine is distributed to more than 21,000 of the most loyal Mizzou households across the country three times a year. Now is a great time to advertise in MIZZOU magazine.



Ad Rates (per issue)


FULL COLOR

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

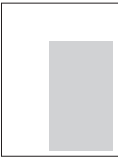
COVERS

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


Dimensions



Full Page
Bleed, 8⅝" x 11⅛"



**One-half
3 column**
4⅜" x 7"



**One-half
5 column**
7⅝" x 4½"

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

Schedule

Issue date	Space reservation	Materials due	Published date
Fall 2025	June 24	July 19	Sept. 12
Winter 2026	Oct. 26	Nov. 9	Dec. 17
Spring 2026	Feb. 24	March 6	April 17

FREE SHIPPING ON ORDERS OVER \$99

ALUMNI ASSOCIATION MEMBERS ENJOY 10% OFF

SHOP THE MIZZOU STORE
THIS HOLIDAY SEASON

themizzoustore.com

MIZZOU STORE
TIGERTECH

Apple Authorized Campus Store

MEET FACE TO PLACE

You never know what you'll meet in Columbia. The little things that bloom along our nature trails lead up to breathtaking views. Bright nights on Broadway bring out a new side of you. Come here looking for something, and you're bound to find something better, because every stay ends up being different from its beginning.

Meet the city you weren't expecting at VisitColumbiaMo.com

MISSOURI COLUMBIA
VISITCOLUMBIAMO.COM

BLUFFTOP ROGUEPORT experience

The A-FRAME
WINEGARDEN

NOW OPEN DAILY

See all our upcoming events
missouriwine.com

"I hear more about the ads we place in Mizzou magazine than any of our other marketing efforts." — ANNE MORGAN, EXECUTIVE DIRECTOR FOR ADVANCEMENT, OFFICE OF PLANNED GIVING

CUSTOM MAGAZINE PROGRAM



➤ Spring 2025 — College of Health Sciences

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

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.

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

MISSOURI ALUMNI NEWS EMAIL NEWSLETTER (monthly)

Missouri Alumni News is the number one source of information for Missouri Alumni and the only available publication to reach the entire alumni audience.

Location	Cost per issue	6x or 12x
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First placement	\$900	\$800
Second or third placement	\$800	\$700

Circulation: Approximately 175,000 alumni and friends of the University of Missouri
Open rate: 35%

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

600 x 200 pixels, .jpg or .png format

MISSOURI ALUMNI NEWS

Survey shows Missouri graduates thrive after college

An annual career outcomes survey shows that more than 95% of Missouri students are seeing successful outcomes within six months of graduation. That's beyond impressive — it's transformational.

"Missouri students learn from world-class faculty, conduct impactful research and develop strong leadership skills that prepare them for success," University of Missouri President Mun Choi said. "These impressive career outcome results show that our students are ready to lead our state and world."

[Read More](#)

ad space

ad space

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[Read More](#)

READY TO ROAR!

Missouri Ambassadors are READY TO ROAR!

Missouri ambassadors are alumni who are ready to sign in to join on-site volunteer opportunities that support Missouri programs. Ambassadors support visitors and volunteer opportunities planned by Missouri Alumni Association and campus staff. Once you sign as an ambassador, MAA will notify you about opportunities to volunteer, where you can opt in to serve as your schedule and interests allow.

[Become a Missouri Ambassador](#)

One-week summer camp for rising high school juniors and seniors on the MU campus

* Apply by April 18 at democracyatmissouri.edu

Black and Gold Gratitude

The Missouri Alumni Association relies on the help of more than 14,000 volunteers each year to serve the best interests and traditions of the university we love. April is Volunteer Appreciation Month, and this past weekend, we celebrated several incredible alumni volunteers at our Leader Awards Celebration. You are so grateful for these amazing Tigers, as well as the amazing contributions of all our volunteers who work to Make Missouri Stronger!

[Meet our Volunteers of the Year](#)

Golden Quill Honorees Announced

Each year, several outstanding alumni are honored for achievements in their chosen field and their reflection of Missouri's core values. Meet this year's recipients of the Jefferson Club Golden Quill Alumni Award, who will be honored on campus later this month.

[Meet this year's honorees](#)

EXPAND the Extraordinary

Get 50+ years of Thompson Center help, but this time, on campus and worldwide! Come learn, share, and expand your knowledge and skills to take your business to the next level.

[Join us at ThompsonCenter.org](#)

MISSOURI

THE MAGAZINE OF THE MISSOURI ALUMNI ASSOCIATION

Featured Article: Chain Reaction

NextGen MURR, the University of Missouri's first step in nuclear science, will be a 20-megawatt reactor set to transform cancer treatment. It will more than triple isotope production to meet growing demand and will build on MURR's legacy as the most powerful university reactor in the U.S.

[Read More](#)

GET SOCIAL

MAKE A GIFT

Support of the Missouri Traditions Fund enhances student experiences, scholarship funding and hands-on research. By making a gift, you are ensuring experiences for every student while helping create memories for a lifetime.

[Give Now](#)

MISSOURI ALUMNI ASSOCIATION

Make Missouri Stronger. The Missouri Alumni Association proudly supports the best interests and traditions of Missouri's flagship university and is alumni available. Together, we make Missouri stronger.

[Update Contact Information](#)

TARGETED NEWSLETTERS

Our **targeted newsletters** reach specific audiences with information that is meaningful to their lives and careers. Targeted chapter newsletters are available in any of our chapter locations on a variable or as-needed basis.

Location	Cost per issue	6x or 12x
First placement	\$400	\$350
Second placement	\$300	\$250

Touring Tigers



Touring Tigers News
Monthly travel newsletter reaching 90,000 alumni age 50+
Open rate: 36%

St. Louis News



St. Louis News
Monthly chapter newsletter highlighting Mizzou happenings in the greater St. Louis area reaching 34,000 alumni
Open rate: 35%

Kansas City News



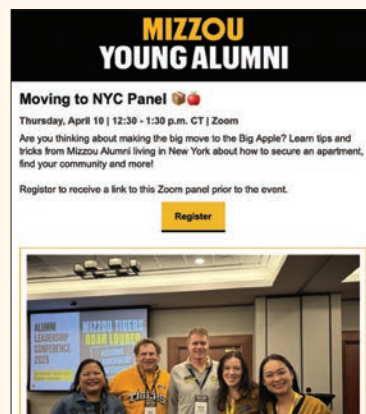
Kansas City News
Monthly chapter newsletter highlighting Mizzou happenings in the greater Kansas City area reaching 18,000 alumni
Open rate: 35%

Boone County News



Boone County News (MO)
Monthly chapter newsletter highlighting Mizzou happenings in Boone County, Missouri, and the surrounding area reaching 20,000 alumni
Open rate: 48%

Mizzou-YA (Young Alumni)



Mizzou-YA News
Quarterly newsletter reaching 54,000 alumni under age 28 and those who have graduated in the past three years
Open rate: 54%

True Tiger Parent



True Tiger Parent Newsletter
Newsletter sent 3x/yr reaching parents of our 2,000 active student members
Open rate: 53%

SOCIAL MEDIA

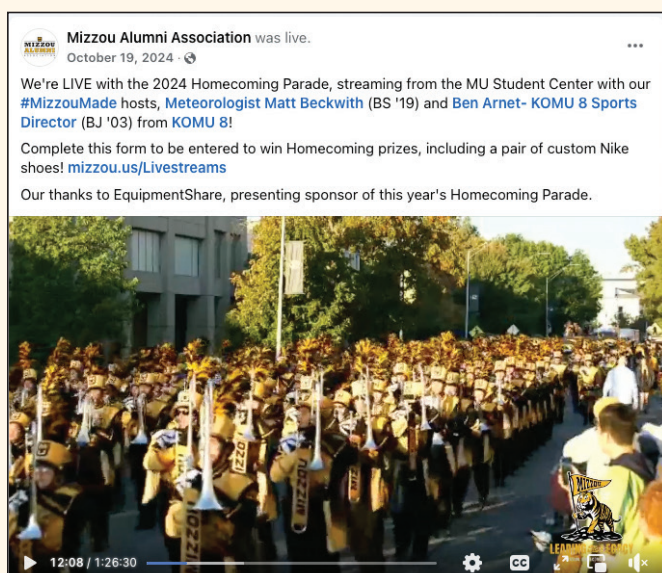
Our Tigers are active and engaged across our social media channels. Leverage that excitement with an MAA partnership, while selecting the audience that best matches your needs.

f Facebook: 33,900 i Instagram: 13,700 X X: 24,700 in LinkedIn: 5,800

Social Media Promotional Options:

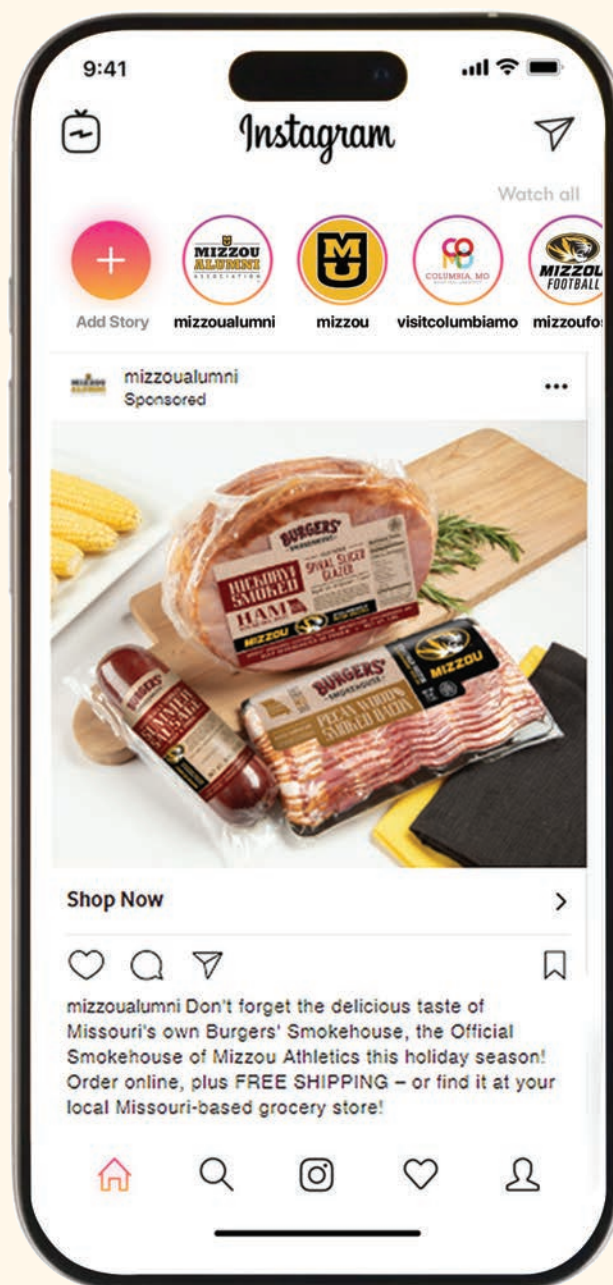
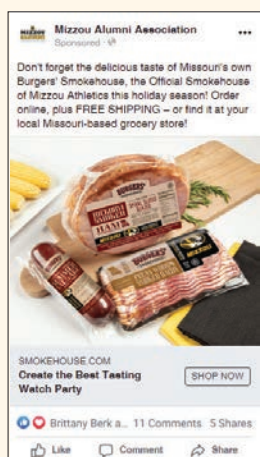
Organic Promotion

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

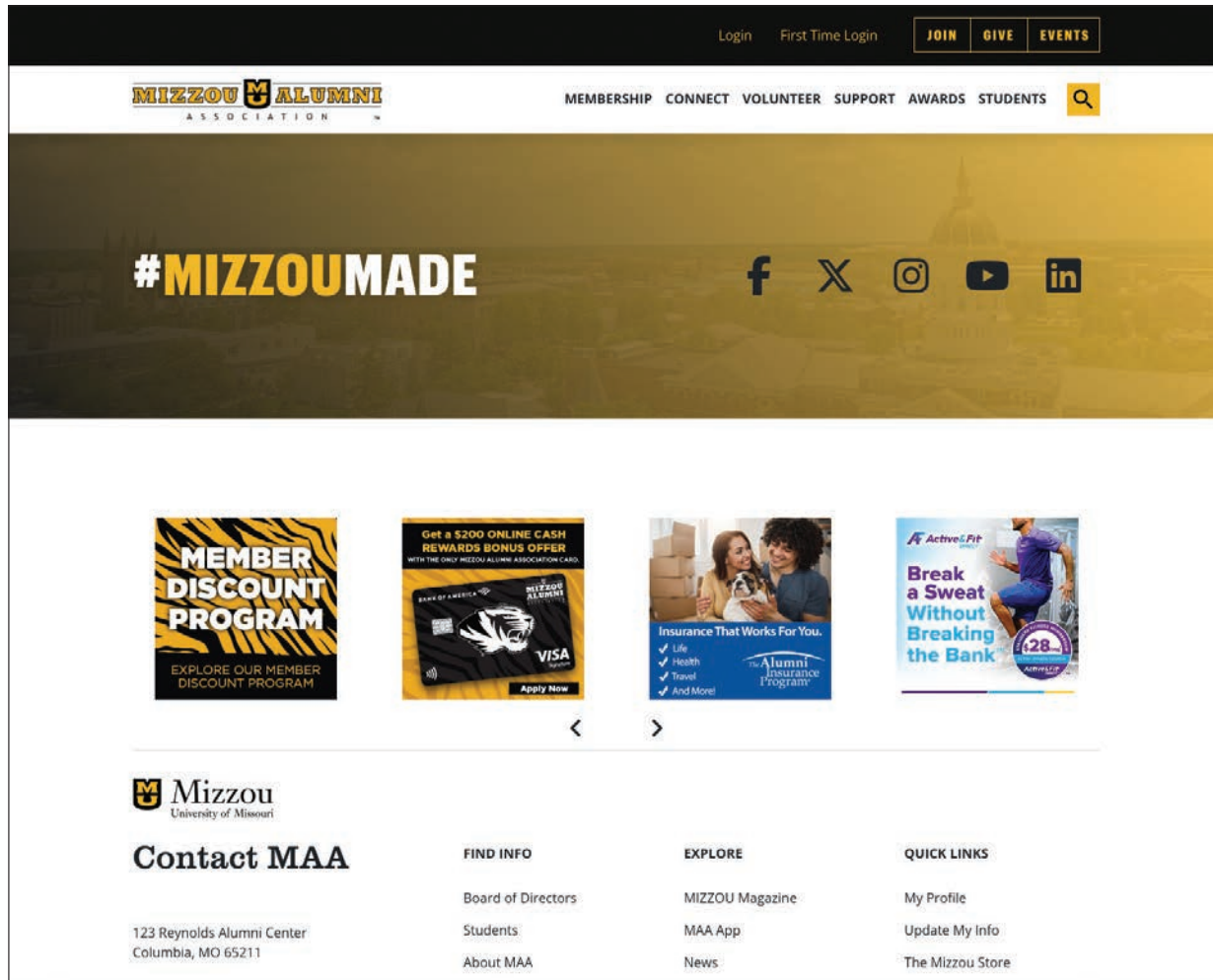
Our sponsors and partners can showcase their connection with MAA through social media placements to reach a targeted audience of Mizzou alumni and friends. Sponsors will work with our team of social media specialists to craft and place a paid social media ad through MAA's social media platforms.



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

MIZZOU.COM

MAA's website serves as a hub for more than 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 × 300 pixels

Programmatic Advertising

Programmatic advertising offers partners the opportunity to reach targeted audiences with banner ads on various websites in an efficient manner. The MAA works with a third party, Impact Alumni, to facilitate this process. Contact Scott Dahl (scottdahl@missouri.edu) for more information.

SPONSORSHIP OPPORTUNITIES

Becoming a sponsor of Mizzou Alumni Association programs offers both strategic and meaningful benefits for individuals or organizations looking to build visibility, influence and goodwill within the University of Missouri community.

Each sponsorship is custom built on what is the best fit for your business or organization with promotional and in-person opportunities. Sponsorship packages can range from \$500-\$20,000 or include in-kind donations, depending on your desired reach and outcome.

Here are several compelling reasons to consider sponsorship with the MAA:

1. BRAND EXPOSURE TO A LOYAL AUDIENCE

MAA connects with tens of thousands of engaged alumni across Missouri and nationwide. Sponsorship gives your brand direct exposure to an educated, professionally diverse and often influential audience who are loyal to Mizzou and its partners.

2. COMMUNITY AND RELATIONSHIP BUILDING

Your support helps foster lifelong relationships between alumni and the university, aligning your brand with a cause that promotes education, community and tradition. This can enhance your company's reputation as a supporter of higher education and local initiatives.

3. TARGETED MARKETING OPPORTUNITIES

MAA hosts events like Homecoming, Mizzou HQ (tailgates), and professional networking events. These offer tailored sponsorship packages that align with specific demographics (e.g., young alumni, legacy families and industry professionals).

4. SUPPORT FOR STUDENT AND ALUMNI SUCCESS

Your sponsorship dollars directly support scholarships, leadership programs and alumni services, helping shape the future of students and maintain strong alumni bonds.



SPONSORSHIP OPPORTUNITIES

HOMECOMING

The nation's first and finest Homecoming celebration offers many different opportunities to get in front of more than 50,000 visitors returning to campus.

Sponsorship opportunities include:

- Homecoming Parade & Livestream
- Campus Decorations
- Talent Show
- Dome Lighting
- Spirit Rally
- Homecoming Headquarters
- Flag Football Competition
- Nation's Largest Blood Drive
- Tiger Food Fight
- Mizzou Hall of Fame



SPONSORSHIP OPPORTUNITIES

Football Fridays

Be a part of the excitement with this spirit rally before select home football games

Gold Standard Awards

Recognizing Mizzou's finest

Griffiths Leadership Society

Promoting the growth and education of women to create a nationwide network of leaders

Alumni Leadership Conference

Volunteers and leaders from across the country gather once a year on campus for inspiration

Mizzou HQ Tailgate/Bowl Game Events

The Mizzou Alumni Association creates the fan experience for select road football and basketball games and any postseason opportunities to follow the Tigers

St. Louis area events

Several events are offered each year to engage Mizzou's largest geographic population, including:

- Black and Gold Gala
- Trivia Night
- Gamewatches

Senior Sendoff

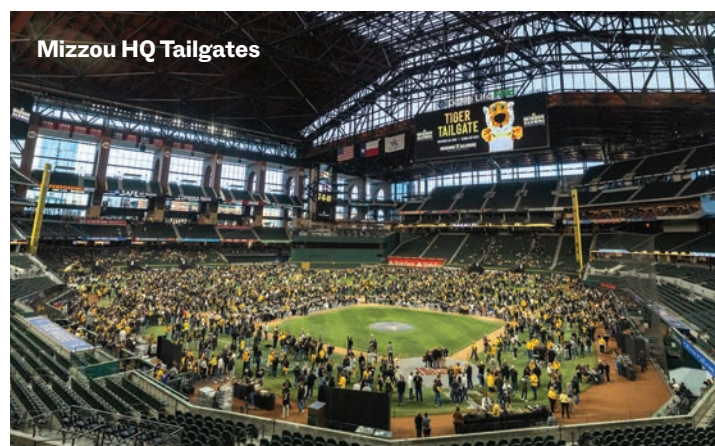
Mizzou tradition sends graduating seniors off in style

Gold Medal celebrations

Celebrating our 50-year anniversary classes

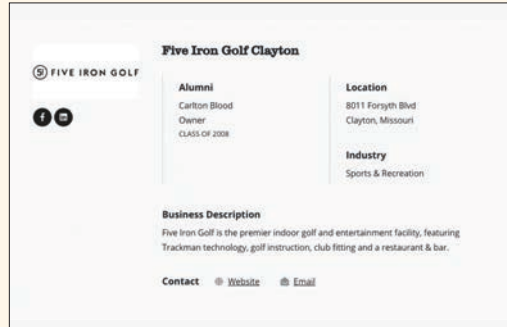
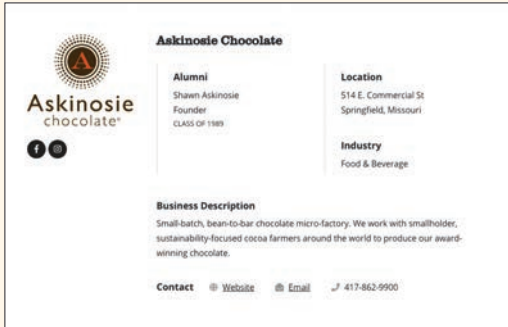
Touring Tigers

A unique opportunity to tie-in with these international travelers



MizzouMADE BUSINESS NETWORK

The **MizzouMade Business Network** aims to promote and tell stories of businesses owned and founded by Mizzou alumni, create space for connection and collaboration among business owners, and provide educational and networking opportunities.



Online directory listings



Electronic newsletter sent every two months

HOW TO PARTICIPATE

Join the MizzouMade Business Network and share your story, promote your services, and connect with others.

A standard membership is **FREE** and includes:

- Listing in the online alumni business directory
- Networking and education opportunities
- Access to MizzouMade Business LinkedIn Group

A premium membership (\$750/yr) also includes the following:

- Inclusion in Business Network listing in MIZZOU magazine
- Priority opportunities for social media highlights
- Priority access for sponsorship and event opportunities
- Your premium membership supports student and alumni programming



Sign your business up today at
mizzou.com/joinbiznetwork

