

A bi-weekly email newsletter to communicate and promote events/news/offers/resources from *alumni UBC*, the Alumni Association of the University of British Columbia, and distributed to more than 165,000 UBC graduates and friends of the university.

There are different versions of the newsletter which allow you to target audiences across the globe.

Placements are available on a first come, first serve basis. Rates are the same for Big Box and Banner placements.

Advertising Specifications

	WIDTH	HEIGHT
Big Box	300 px	250 px
Banner	620 px	160 px

Advertising Rates

LOCATION	RATE	# OF SUBSCRIBERS
Metro Vancouver	\$600	97,000
Okanagan	\$250	10,000
Hong Kong	\$200	2,200
Canada (excl. Metro Vancouver & Okanagan)	\$500	29,000
Global (excl. Canada & Hong Kong)	\$500	29,000
All BC readers	\$700	123,500
All subscribers	\$900	167,200

Digital Specifications

Accepted ad formats: .jpeg, .gif or .png

Maximum file size: 150kb

The screenshot shows an email newsletter from alumniUBC. The header includes the email client interface (Message) and the subject line: "Margaret Trudeau Speaks on Mental Health | Working in the Age of Automation webinar | New alumni saving...". The email content features a large orange banner with the text "Changing My Mind" and "Margaret Trudeau speaks on Mental Health" alongside a photo of Margaret Trudeau. Below this, the event details are listed: "Wednesday, June 8th, 4:30-7:00 pm (Program begins at 5:00 pm with a reception to follow), Fairmont Hotel Vancouver | 900 W Georgia St | Vancouver, BC". A "REGISTER ONLINE" button is provided. The newsletter also includes a "UBC IN THE NEWS" section with links to various articles, a "TRAVEL CLUB GUIDE 2019/20" section with a "DOWNLOAD THE GUIDE (PDF - 2MB)" button, and a "BANNER AD 620 X 160 PX" section. The footer contains social media links and contact information for the alumni association.