

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 130,000 UBC graduates and friends of the university.

There are four versions of the newsletter – Metro Vancouver, Okanagan, Hong Kong, and our Global version, which reaches readers around 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
<b>Big Box</b>	300 px	250 px
<b>Banner</b>	620 px	160 px

## Advertising Rates

LOCATION	RATE	# OF SUBSCRIBERS
<b>Metro Vancouver</b>	\$600	82,634
<b>Okanagan</b>	\$250	8,144
<b>Hong Kong</b>	\$200	1,761
<b>Global*</b>	\$500	46,650
*(Includes across Canada but excludes Metro Vancouver, Okanagan, Hong Kong)		
<b>All BC readers</b>	\$700	124,657

## Digital Specifications

**Accepted ad formats:** .jpeg, .gif or .png  
**Maximum file size:** 150kb

