



# PennState Alumni Association

## Central New Jersey Chapter

**Purchase Ad Space. Donate towards chapter scholarship. Make a difference!**

Your advertisement will reach approximately 10,000 alumni in Mercer, Middlesex, Monmouth, Ocean County, and portions of Somerset and Hunterdon counties. Advertising through the Central NJ PSU Alumni Chapter not only provides cost efficient access to a passionate, educated audience, but also associates your organization with Penn State and it's Alumni Association.

*100% of your purchase will go toward the Central NJ Chapter Scholarship.*

### Chapter Newsletter Promotion Block

#### Block w/o Logo

1x	3x
Member \$50	Member \$120
Non-Member \$100	Non-Member \$270

#### Block with Logo

1x	3x
Member \$100	Member \$270
Non-Member \$150	Non-Member \$420

*See Example 1*

### Chapter Website Promotion Block

#### Block w/o Logo

1x (30 days)	3x (90 days)
Member \$20	Member \$50
Non-Member \$30	Non-Member \$80

#### Block with Logo

1x (30 days)	3x (90 days)
Member \$30	Member \$80
Non-Member \$40	Non-Member \$110

*See Example 2*

### Chapter Advertising Packages

#### **Blue Package**

- Chapter website promotion block w/ logo (4x, 120 days)
- Chapter newsletter promotion block w/ logo (4x, 4 newsletters)
- Extras:
  - Company website link on Chapter [LinkedIn](#) page (4x, 120 days)
  - Company website link on Chapter [Twitter](#) page (4x, 120 days)
  - Company website link on Chapter [Facebook](#) page (4x, 120 days)

Member \$200  
Non-Member \$350

Not a member? Become a member today: <http://pennstatecnj.org/membership>

#### **White Package**

- Chapter website promotion block w/ logo (12x, 365 days)
- Chapter newsletter promotion block w/ logo (12x, 12 newsletters)
- Extras:
  - Company website link on Chapter [LinkedIn](#) page (12x, 365 days)
  - Company website link on Chapter [Twitter](#) page (12x, 365 days)
  - Company website link on Chapter [Facebook](#) page (12x, 365 days)

Member \$450

Non-Member \$600

Not a member? Become a member today: <http://pennstatecnj.org/membership>

## **Technical**

#### **What we can take**

- Logo files JPEG and BMP.
- Files less than 5 MB

#### **How we can take it**

- E-mail to: [CentralNJPSUAlumni@yahoo.com](mailto:CentralNJPSUAlumni@yahoo.com)

## **Approval**

- Agreement on type, frequency, and ad content must be confirmed via email by a representative of the Board of Directors of the Central NJ Chapter of the Penn State Alumni Association.
- The Board of Directors of the Central NJ Chapter of the Penn State Alumni Association has the final approval and has the right to refuse requests/ad content.

## **Payment**

- Payment is due before advertisement is published.
- Checks Payable to: Central NJ Chapter- PSAA
- Mail to: Central NJ Chapter- Penn State AA, 216 Andover Place, Robbinsville, NJ 08691

Questions? Email [CentralNJPSUAlumni@yahoo.com](mailto:CentralNJPSUAlumni@yahoo.com)