Create brand awareness, promote your product or service, market a special offer—grow your business by advertising in the Rochester Institute of Technology Alumni E-newsletter: Tiger’s Tale.

Tiger’s Tale is the RIT Alumni e-newsletter delivered monthly to nearly 70,000 RIT alumni around the world. Published by the Division of Development and Alumni Relations, Tiger’s Tale reaches a diverse and technology-savvy audience working in a number of fields across a variety of industry and non-profit sectors.

The Best Way to Reach RIT Alumni
Comprised of university and alumni news stories, event information, networking opportunities, benefits and other helpful information to keep alumni connected and engaged with the university, Tiger’s Tale offers an advertiser the opportunity to also connect and capitalize upon a high quality, niche community of young, well-educated, upwardly mobile, and technology savvy professionals.

Why Advertise in Tiger’s Tale?
We’re passionate about RIT alumni and our alumni are passionate about RIT. This year marks the 100th anniversary of RIT’s alumni association—a dedicated group of staff and volunteers whose mission it is to serve, inform, and engage all alumni proud to call RIT their alma mater. We’ve been working at building trusting and everlasting relationships with our alumni for the last century. Our alumni are engaged with our content, loyal to our brand, and responsive to our supporters.

Advertising in Tiger’s Tale not only captures the attention of alumni, but you can also reach a highly diverse market with many desirable attributes. And, our e-newsletter has an average open rate of 17 percent which is higher than industry standard. This, coupled with increased exposure on the e-newsletter companion website pages, give sponsors considerable added value as our website garners 108,000 unique visitors annually and 550,000+ page views.

Tiger’s Tale Distributed Monthly
Tiger’s Tale is distributed monthly via email, archived at www.rit.edu/alumni and promoted heavily on social media giving our advertisers additional exposure and awareness—daily, monthly and throughout the year. With a low cost of entry, Tiger’s Tale is a highly targeted advertising and promotional tool to add to your media mix.

AUDIENCE PROFILE
Tiger’s Tale boasts a highly targeted audience of graduates from one of the world’s greatest innovation universities... Rochester Institute of Technology. RIT has grown to become one of the nation’s largest private universities. Our alumni base continues to grow with more than 111,000 alumni around the globe with two-thirds of that constituency opting in to receive the Tiger’s Tale. Demographically-speaking, Tiger’s Tale reaches a young, heavily male and upwardly mobile audience.

Audience Demographics
/ Male / Female - 68% / 32%
/ Average Age - 46 years
/ Marital Status: Single - 61%
/ Job Level: Director/Manager - 81%
/ Employed at Fortune 500 Companies - 7%

ABOUT RIT
Rochester Institute of Technology is internationally recognized for academic leadership in computing, engineering, imaging science, sustainability, and fine and applied arts, in addition to unparalleled support services for deaf and hard-of-hearing students. RIT enrolls 18,000 full- and part-time students in more than 200 career-oriented and professional programs, and its cooperative education program is one of the oldest and largest in the nation.

ABOUT DEVELOPMENT AND ALUMNI RELATIONS
The mission of the Division of Development and Alumni Relations is to develop and maintain a high quality, comprehensive program of purposeful relationship-building and fundraising activities in support of the Rochester Institute of Technology. Tiger’s Tale is just one of many relationship-building tools we utilize to not only reach alumni, but to meaningfully connect with alumni on a repeated basis.
Ad Sizes, Specifications and Placement

You may choose one of the three ad size options (shown below) for placement within the *Tiger's Tale*. All ads must be created to exact pixel dimensions.

*M: Mobile: This e-newsletter will be specially formatted to adjust to mobile screens. **You do not have to create a separate image for mobile.** The ad you provide will automatically adjust to the respective sizes given (based on an average screen width of 320 pixels). Please keep this in mind as you design your ad, as any text in the image should be readable at the mobile size as well.

**AD SPECIFICATIONS**

All ads submitted must be in a JPEG or PNG file format. Animated GIFs and Flash elements will not be accepted, as they are not fully compatible in all email browsers or in mobile devices.

Any text you wish to include with your ad must be placed within the image itself.

*Tiger's Tale* is distributed the first Friday of the month. Please submit your ad by the Friday one week prior.

Please email all ad creative to: ritalum@rit.edu

**Rate Card**

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**Reservations and Information**

To reserve advertising space in *Tiger's Tale*, please contact Liz Maynard at 585.475.7267 or liz.maynard@rit.edu.