

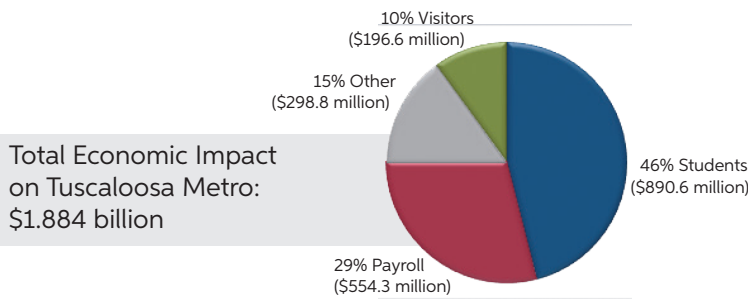
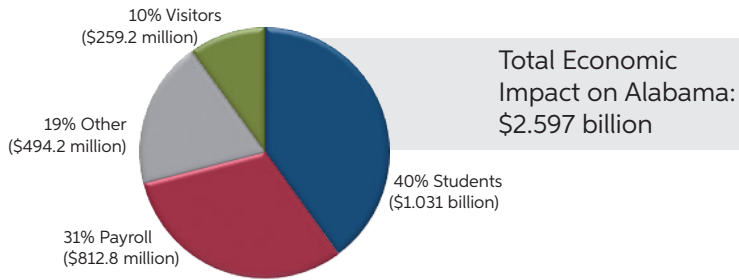
The UA Audience

UA Student Media is the best and most efficient way to reach the University of Alabama audience. Our oldest medium, The Crimson White, has served the University campus since 1894. Student Media offers a varied number of unique advertising platforms to reach the wide array of people, students, faculty, and staff that frequent the campus. Reaching the audience that best suits your brand is simple, direct, and effective through our diverse channels.

37,665 Students
6,687 Faculty/Staff
44,352 Total Population

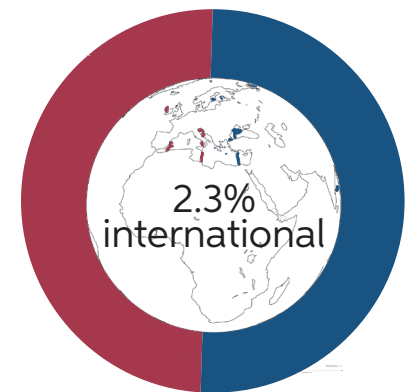
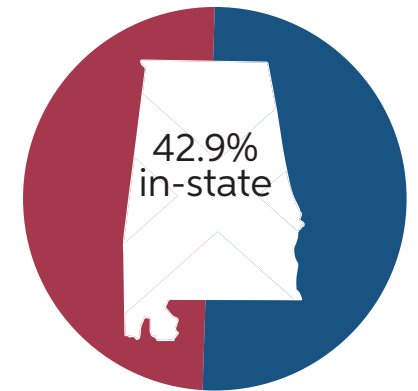
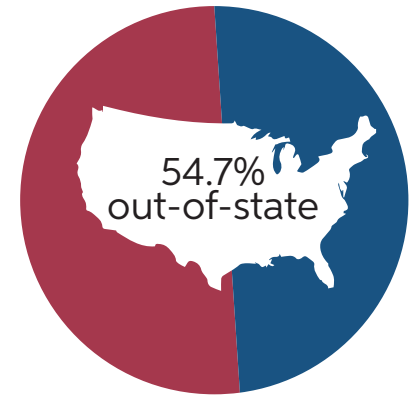
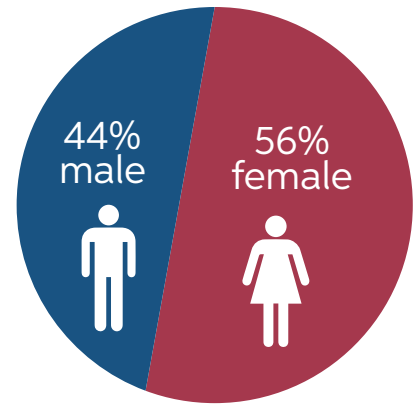
2015-16 ECONOMIC IMPACT

Total UA expenditures for the year was \$1.484 billion and was comprised of UA spending \$443.9 million on payroll and \$505 million on purchases along with student spending of \$534.9 million on off-campus housing, food, clothing, etc. It is estimated that 75 percent of payroll, 36 percent of purchases and all student expenditures were made in the Tuscaloosa Metro area for a total of \$1.047 billion. Visitors to the University made a \$196.6 million impact, \$133.2 million from football attendance alone.



Sources: *The University of Alabama 2015-2016 Economic Impact from the Center for Business and Economic Research in the Culverhouse College of Commerce*

STUDENT BREAKDOWN



Enrollment statistics Source: *Fall 2016 Enrollment at A Glance from the Office of Institutional Research and Assessment*