The Grit is a weekly email newsletter sent Wednesdays to UA undergrads. The content is primarily local and entertainment-related stories written and edited to be short and conversational.

**NEWSLETTER ADS**

Listed prices based on ≈ 31,000 emailed newsletters • average open rate ≈ 38% for Spring 2017

- **Enhanced listing** $75
  - 20 word maximum
  - Listing appears in color
  - Maximum per week: 5

- **Event/activity** $200
  - Image size 350 X 100 pixels
  - Linkable
  - Maximum per week: 1

- **Sponsored content** $500
  - Linkable
  - 85 word maximum
  - Maximum per week: 2
  - Add image $50
  - Image size 300 X 80 pixels

- **Product placement** $100
  - Image size 90 X 110 pixels
  - Linkable
  - 3 lines of type maximum
  - Maximum per week: 2

- **Strip** $160
  - Image size 300 X 100 pixels
  - Linkable
  - Maximum per week: 2

- **Newsletter elements, layout and colors are subject to change from example shown.**

**AD DEADLINE** is Friday at 4 p.m. The advertising opportunities in each issue are limited. Some conditions apply. All ad spots are sold on a first come, first serve basis.

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**PENCIL IT IN**

- **WEDNESDAY (4/12)** 1st UA Theatre and Dance “La Cage,” Allen White Theatre, 7:30 p.m.
- **WEDNESDAY (4/19)** Wednesday @ 12 Great Campus Write-in: Get help from writing tutors and Ventralog! Fuel up on snacks, coffee, and sodas! Garces Library, room 206, 12:00 – 4:00 p.m.

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**THE GRIT**

**TODAY IS** Grilled Cheese Sandwich Day. Tomorrow is International Plant Appreciation Day. Friday is International Moment of Laughter Day. Saturday is National Teddy Bear Day.

**TREAT YO SELF** to some culture. The 2017 Pulitzer Prize winners were announced Monday. Among the winners of the highly prestigious honor for journalism and creative work were revels in the process of rethinking the way we think about and talk about the world. The winners include: Lyric Rimmel, for her drama about black-collar workers facing layoffs and reporter Braid Hodge, who wrote a story called “Heavenly City” in 2016. What a year.

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**NEED 80 HOURS MORE TO do what you want?** Tide Bama Laundry will give it to you by picking up your dirty clothes and returning them clean. There's even more good news! This fall, Tide Bama Laundry will pick up and drop off at your Greek house every Monday, Wednesday and Friday. This is in addition to your convenient on-campus locations.

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**HELP WRI TED NOW!** Need some help with your classes? Tweet @academiccenter with the hashtag Helpwriteon with questions about citations, grammar, writing styles and any other writing-related questions you have. A writing center member will tweet back within four hours. On a high note, the English dept will offer you weekly drop-ins to win a $20 gift card from the Super Store.

**TAKING AN L** (in case you haven't heard already). Alabama Governor Robert Bentley gave up his Montgomery residence with an Alabama state-shaped swimming pool Monday afternoon for the greater good. Among the impairments charge, the Republican governor relinquished hundreds of keys to U.S. Soil, who will serve as the second- or female governor in student history. Bentley also agreed to some perks for a year, repay all the money he used for his offensive, provide $1 million of community service and promise to never hold a public office again. Talk about a solemn case of the Mondays.

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**REC CENTER**

- **Mike College Dry Polo**
  - from the Super Store

- **Vol 1 No. 2 Alice magazine**
  - available online

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**RETAIL CENTER**

- **Zoës Kitchen**
  - Bryant-Denny Stadium Gate 25
  - Open 10 am – 9 pm daily
  - FRESH, FLAVORFUL and SCRATCH MADE

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**NEWSLETTERS**

In addition to the Grit, advertising opportunities are also available in these campus e-mail newsletters:

**PARENT AND FAMILY PROGRAMS**

This newsletter is sent monthly during the Fall and Spring semesters to approximately 40,000 parent and family subscribers. The average open rate is 38%.

- Advertising opportunities include:
  - Sponsored Content (1 max) $500
  - Strip (2 max) $175
  - Product Placement (2 max) $100

**FYE AND RETENTION INITIATIVES**

This newsletter is sent monthly during the Fall and Spring semesters to all (approximately 8,500) freshmen students. The average open rate is 60%.

- Advertising opportunities include:
  - Strip (2 max) $150
  - Product Placement (2 max) $75

**VETERAN AND MILITARY AFFAIRS**

This newsletter is sent twice monthly during the Fall and Spring semesters to approximately 4,000 veterans, dependents and military family members in the UA community who range from 18 to 70 years of age.

- Advertising opportunities include:
  - Sponsored Content (1 max) $250
  - Strip (2 max) $100
  - Product Placement (2 max) $50

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**THE CRIMSON WHITE • WVUA FM**

**ALICE • THE GRIT • CRIMSON RIDE**

**TOWNLIVING • HR ADS**