

# 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  
 add image.....\$50  
 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  
 add image.....\$50  
 Strip (2 max) .....\$100  
 Product Placement (2 max).....\$50

## REC CENTER

This newsletter is sent monthly during the Fall and Spring semesters to approximately 4,000 Rec Center members.


Advertising opportunities include:  
 Sponsored Content (1 max) .....\$250  
 add image.....\$50  
 Strip (2 max) .....\$100  
 Product Placement (2 max).....\$50

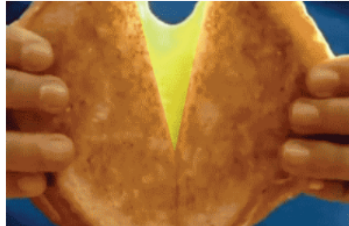
“ “You miss 100 percent of the shots you don't take”  
 - Wayne Gretzky’ -Michael Scott”  
 - The Grit

## the GRIT

### PENCIL IT IN

- **WEDNESDAY (4/12)** 16: UA Theatre and Dance "La Ronde," Allen Bales Theatre, 7:30 p.m.
- **THURSDAY (4/13)** UP Movie Night: Fences, the Ferg, 6 p.m.
- **FRIDAY (4/14)** Glow in the Dark Egg Hunt, Bryce Lawn
- **WEDNESDAY (4/19)** Wednesday (4-19) **Great Campus Write-In:** Get help from writing tutors and librarians! Fuel up on snacks, coffee, and soda! Gorgas Library, room 205, 1:00 - 4:00 pm

 University Libraries **Open 24/7 from April 23 - May 5** Gorgas and Rogers [www.lib.ua.edu](http://www.lib.ua.edu)



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

**TREAT YO SELF** To some culture. The 2017 Pulitzer Prize winners were announced Monday. Among the winners of the highly prestigious honor for journalistic and creative work were novelist **Colson Whitehead** for his best-selling book about an escaped slave's adventures, playwright **Lynn Nottage** for her drama about blue-collar workers facing layoffs and reporter **David Fahrendthold**, who Trump called a "nasty guy" in 2016. What a year.

 **Bama Laundry's Greek Service starts this Fall.**  
 LET'S DO THIS 



**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 our convenient residence hall service. Use our app to find out when your clothes will be ready. Laundry can't get any easier. And it's all from Tide, America's most trusted brand for 65 years and counting. Get Service at [BamaLaundry.com](http://BamaLaundry.com) #RollTide

**#HELPPWITENOW** Final papers got you down? Tweet @UAWritingCenter with the hashtag #helpwritenow with questions about citations, grammar, writing styles and any other writing-related questions you have. A writing staff member will tweet back within four hours. Do it this month, and the English dept will enter you into weekly drawings to win a \$25 gift card from the Supe Store.

**TAKING AN L** In case you haven't heard already, Alabama governor Robert Bentley gave up his Montgomery mansion with an Alabama-state-shaped swimming pool Monday afternoon for the greater good. Facing impeachment charges, the Republican governor resigned and handed keys to Lt. Gov. Kay Ivey, who will serve as the second-ever female governor in state history. Bentley also agreed to serve probation for a year, repay all the money he used for his affair, provide 100 hours of community service and promise to never hold a public office again. Talk about a serious case of the Monday's.

  
**Nike College Dry Polo**  
 from the Supe Store

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

 **zoë's KITCHEN** Bryant-Denny Stadium Gate 25  
 Open 10 am - 9 pm daily  
 FRESH, FLAVORFUL AND SCRATCH MADE 

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.