**BAMA LIFE NEWSLETTER ADS**
Listed prices based on ≈ 35,000 emailed newsletters

**Enhanced listing** .............. $100
20 word maximum. Listing appears in calendar format. Maximum per day: 2

**Event/activity** ................... $300
Image size 350 X 100 pixels
Linkable. Must advertise an event or activity. Maximum per day: 1

**Referral** .......................... $50
Linkable business name

**Deal Of The Day** ............. $350
Image size 600 X 300 pixels
Linkable
Strict conditions apply
Maximum per day: 1

**Sponsored content** .......... $550
Linkable
85 word maximum
Maximum per day: 2
Logo image size 250 X 180 pixels

**Strip** ............................... $200
Image size 285 X 120 pixels
Linkable
Maximum per day: 2

**Impression spot** ............. $100
Image size 180 X 120 pixels
Linkable
Maximum per day: 3

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

AD DEADLINE is Thursday at 4 p.m. for the next Monday; Monday at 4 p.m. for the next Wednesday; and Wednesday at 4 p.m. for the next Friday.

All ad spots are sold on a first come, first serve basis.

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**Newsletters**

Student Media's ground-breaking newsletter, the Grit, which debuted last year, has evolved for the upcoming school year. The name has been changed to Bama Life and the frequency has been increased. It now goes out to all undergraduates three mornings a week: Monday, Wednesday and Friday.

The Monday morning newsletter is designed to give the readers a fresh start on the week. Wednesday's hump day newsletter provides campus, local, and regional information in additional to lighthearted looks. The Friday newsletter focuses on the weekend’s outlook and activities, including UA sporting events.

In addition to Bama Life, advertising opportunities are also available in these campus e-mail newsletters produced by Student Media:

**CRIMSON CONNECTIONS**
This newsletter is produced for the UA Office of Parent and Family Programs and 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 (2 max) ...... $650
includes 250X180 logo image
Strip (2 max ) ......................... $250
Product Placement (2 max) ...... $150

**FYI FROM FYE**
This newsletter is produced for the Office of First Year Experience and Retention Initiatives and is sent monthly during the Fall and Spring semesters to approximately 40,000 parent and family subscribers. The average open rate is 60%.

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

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Today is National Cheeseburger Day. Enjoy a juicy one at Dotson's. Enjoy Read a Book Day with a stop at Ernest & Hadley Booksellers.