

3 ADVERTISING OPPORTUNITIES FOR YOU

► VLERICK CONNECT - VLERICK ALUMNI MAGAZINE



- Circulation: 5,000 copies
- Language: Dutch
- **Paid-up alumni members receive the prestigious members' magazine Vlerick connect**
- Target group: 4,000 members, 500 VIPs/CEOs, 500 students & executive participants in Vlerick programmes
- 4 x year (February, May, September and November)
- 1/1 page full colour: €1,900
- Also placed on the website → www.vlerickalumni.com (→ Services → Alumni Magazine)

Vlerick alumni now receive the members' magazine (Vlerick connect) and Vlerick Leuven Gent Management School's house magazine (Vlerick reflect) together by post.

Vlerick connect contains real-life testimonials and up-to-the-minute news about the alumni, their companies and the alumni association.

Vlerick reflect* brings you the latest insights from the School in various management fields

* Ads may only be placed in Vlerick connect

► VLERICK ALUMNI ONLINE - WWW.VLERICKALUMNI.COM



- **The portal website of Vlerick Leuven Gent Alumni.**
- 90% of the content is exclusively reserved for the alumni members (personal login and password) and current Vlerick students.
- Banner format: 468 x 60 pixels.

Main tools:

- Online database with advanced search function to enable useful contacts to be found among the 14,000 alumni
- Career services
- Events calendar with option of online registration

Why advertise on www.vlerickalumni.com?

- Select B2B target group, highly qualified.
- Banner on home page: maximum visibility, as banner remains on top right of screen no matter where the visitor is on the site → €1,000 per month.
- Banner on database search page: attracts most visitors, used by alumni members to search for useful B2B contacts → €800 per month.
- Banner on career services page: reach highly qualified managers seeking a new challenge → €600 per month.

► 2011 MEMBERS' DIRECTORY



- **Publication date: end 2010.**
- Circulation: 5,000 copies.
- An annual directory listing all members of Vlerick Leuven Gent Alumni and the current Vlerick student body, plus their personal and professional contact details and a photo.
- Indexes by company name, industry and Vlerick programme.
- 1/1 page full colour: €2,300 – 1/2 page: €1,500 – ad placement on covers possible.

The **Vlerick Alumni members' directory** will be distributed during an event due to take place at the end of 2010. Remaining copies will be sent by post. It is also possible to advertise on the bookmark or place a banner on the page on which a particular alumni member or company is listed.

Why advertise in the Vlerick Alumni members' directory?

- Select B2B target group: highly qualified managers, directors and business executives who have graduated from Vlerick Leuven Gent Management School.
- Long-term return, as the directory is published annually.
- Free copy when full-page ad placed.