

ADVERTISING RATES



CONTENT

The **portal website of the non-profit organisation Vlerick Leuven Gent Alumni**. 90% of the content is exclusively reserved for the alumni members (personal login and password-protected) and current Vlerick students.

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 THE VLERICK ALUMNI WEBSITE?

- **Select B2B target group:** visitors to the site are all highly qualified managers, directors and business executives who have graduated from Vlerick Leuven Gent Management School.
- **Banner on home page:** maximum visibility, as the banner remains prominently displayed on top right of screen, wherever the visitor is on the site.
- **Banner on career services page:** reach highly qualified managers seeking a new challenge.
- **Banner on database search page:** attracts most visitors, used by alumni to search for useful B2B contacts.

FACTS & FIGURES

Per year	
Visitors	69.392
Unique visitors	29.178
Page views	520.401
Pages/visit	7,50
New visitorss	41,97%
Average session duration	5 minutes

Combine your Vlerick Alumni online campaign with a print campaign in Vlerick connect, the Vlerick Alumni magazine, and benefit from a discounted rate.

CONTACT

B - NET

Bie Van Cleuvenbergen  
Tel.: +32-16-63 20 65  
Fax: +32-16-64 02 02  
bie@b-net.be  
bie@decom.be

for DECOM NV

Stationsstraat 108  
2800 Mechelen  
Tel.: +32-15-65 28 52  
Fax: +32-15-65 28 51

ADVERTISING RATES

HOME PAGE top right

€1,000 per month



DATABASE SEARCH

€800 per month



CAREER SERVICES

€600 per month



FREQUENCY DISCOUNT

PLACEMENT	per 2 months	per 6 months
HOME PAGE TOP RIGHT	€ 1900	€ 4800
DATABASE SEARCH	€1520	€ 3840
CAREER SERVICES	€ 1140	€ 2880

To enquire about the Vlerick Alumni discounted rate for combined print-online campaigns: contact Bie Van Cleuvenbergen  
Tel.: +32-16-63 20 65 – e-mail: bie@b-net.be

TECHNICAL DETAILS

- **Banner requirements:**
  - File: gif or flash file
  - Format: 468 x 60 px
  - Max. 25 KB
  - Specify web link
- **Technical costs:**  
€150 if banner is not supplied ready to be uploaded

SUBMISSION OF ADVERTISING MATERIAL

- **Send to:**  
dominique.soetaert@staff.vlerickalumni.com  
clearly stating: customer name, desired placement and advertising duration
- **Any questions?**  
Contact Dominique Soetaert:  
Tel.: +32-9-210 98 79 – Fax: +32-9-210 98 05