

ADVERTISING RATES



► CONTENT

- An **annual** directory listing all **c. 4,000 members** of the non-profit organisation Vlerick Leuven Gent Alumni and the current Vlerick **student body (c. 1,000)**, plus their **personal and professional contact details** and a **photo**.
- **Indexes by company name, industry** and **Vlerick programme**.
- There is also a **list** of all **international Vlerick alumni**.

► WHY ADVERTISE IN THE VLERICK ALUMNI MEMBERS' DIRECTORY?

- **Select B2B target group:** the users of the Vlerick Alumni members' directory are all highly qualified managers, directors and business executives who have graduated from Vlerick Leuven Gent Management School.
- **Long-term return:** the members' directory is published annually, so ads are seen for a period of 12 months.
- **Free copy:** anyone placing a full-page ad (inside page or cover) or advertising on the bookmark will receive a free copy of the members' directory.
- **Publication date:** end 2010. Distribution: during year-end event and by post. Information on advertising space format, quality and finish of the 2011 Vlerick Alumni members' directory available on demand.

► RATES

	B/W OR COLOUR
Banner at bottom of page	€ 600
Banner on page on which you and your company are listed	€ 720
1/2 page horizontal	€ 1.500
1/1 page	€ 2.300
Cover 2	€ 5.200
Cover 3	€ 4.800
Cover 3 + facing page	€ 5.760
Cover 4	€ 7.500
Bookmark	€ 5.000

► TECHNICAL DETAILS

- Ads to be submitted in PDF format in line with Medibel+ standard ([www.medibelplus.be](http://www.medibelplus.be))
- Send to: [dominique.soetaert@staff.vlerickalumni.com](mailto:dominique.soetaert@staff.vlerickalumni.com) clearly stating: customer name, Vlerick Alumni Members' Directory 2011, placement
- If you have any questions, please contact Dominique Soetaert:  
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► CONTACT

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