



# AGGIENEWS

From The Association of Former Students

**AggieNews** is an easy-to-read monthly electronic newsletter designed to keep more than 235,000 former students, faculty, staff and friends informed about important happenings at Texas A&M University and throughout the Aggie Network.

The screenshot displays the AggieNews newsletter layout. At the top, it says 'AGGIENEWS From The Association of Former Students' and 'JULY 2019 NEW DESIGN'. The main content area features several article thumbnails with titles like 'Happy Birthday, Ike!', 'Most CEOs in Fortune Top 100', 'TAMU Leads in CEO List', 'Pilar Perfect', 'It's Almost Reunion Season!', 'Connecting Aggies For 140 Years', 'Tailgate', 'Attend the All Aggie Tugboat Race and only', 'Meet Aggie Women's Legacy Award recipients', 'Get your own banner for Aggie Football's 120th Anniversary', 'Seek Aggies train on international cruise', 'What to know for Aug. 29 football Thursday', 'TAMU as authority on space construction', 'Patagonian Explorer Jan. 31 - Feb. 13, 2020 | From \$7,597', 'Apply for Young Alumni Council by July 31', 'Save the date for Black Network's Gala in Nov.', 'Explore the Galapagos Islands with other Aggies!', 'Bakley '78 to head American Medical Association', 'Agiess float through summer with A&M Clubs', 'Aggie Moms dinner, meeting & workshops in Aug', 'What we learned from landing on the moon', and 'The Class of '23 is invited to Galathengi'. Navigation buttons for 'Premium', 'A', 'B', 'C', 'D', 'E', 'F', 'G', 'H', 'I', and 'J' are visible. At the bottom, it says 'The Association of Former Students raises friends and funds in support of Texas A&M University. Make a gift today.' and provides contact information for 'The Association' at 505 George Bush Drive, College Station, TX 77840 United States.

**CONTRACT & MATERIALS DUE:**  
Friday of the contracted month

**DISTRIBUTION DATE:**  
Third Tuesday of the month

**DISCOUNTS:**  
Nonprofit - 10%  
A&M affiliates - 12%

**RECIPIENT DEMOGRAPHICS:**

**Gender**  
Male ..... 55%  
Female ..... 45%

**Age**  
18-24 ..... 7%  
25-34 ..... 37%  
35-44 ..... 20%  
45-54 ..... 15%  
55-64 ..... 21%  
65+ ..... 9%

Average age: ..... 41

**Income**  
Average household income: \$88,620

**Digital Specs**  
Acceptable file formats are jpeg, pdf, psd, ai, png, and should be at least 72 dpi. No flash or animation.

**Please include link to website with ad submission.**

**Submit materials electronically to:**

**Lexie Hudson '17**  
Coordinator of Marketing  
LHudson17@AggieNetwork.com  
979-307-5716

**Premium** (1120 x 200)  
1x ..... \$2,420  
3x ..... 2,180  
6x ..... 1,960  
12x ..... 1,760

**A, B, C & D** (530 x 200)  
1x ..... \$1,430  
3x ..... 1,290  
6x ..... 1,150  
12x ..... 800

**A + B & C + D** (1120 x 200)  
1x ..... \$2,200  
3x ..... 1,980  
6x ..... 1,780  
12x ..... 1,050

**E & F** (530 x 200)  
**G & H** (200 x 530)  
1x ..... \$1,100  
3x ..... 990  
6x ..... 890  
12x ..... 800

**E + F** (1120 x 200)  
1x ..... \$1,650  
3x ..... 1,485  
6x ..... 1,375  
12x ..... 1,100

**I & J** (530 x 200)  
1x ..... \$1,260  
3x ..... 1,050  
6x ..... 840  
12x ..... 630

**I + J** (1120 x 200)  
1x ..... \$840  
3x ..... 730  
6x ..... 630  
12x ..... 420



**The Association**  
OF FORMER STUDENTS®  
TEXAS A&M UNIVERSITY®