



Interested in advertising an event or job with a2ru?
Here's what you need to know.

YOUR AUDIENCE

Who are they?

Subscribers are made up of individuals from our 30 partner institutions, as well as individuals who have found a2ru through our annual conference, webinars, and other programming. They are primarily administrators, artists, faculty, and students.

How many?

Our newsletter goes out to approximately 5,400 people and is sent out once a month (around the 15th). We have approximately 1,500 followers across our social media platforms and post updates every weekday.

OUTLETS AND PRICING

Newsletter Only:

\$60 (Incl. 350 words, one month)
\$0.25 for each additional word, 500 word maximum

Social Media Only:

\$50
(Incl. one 600 character Facebook post,
and one 280 character Twitter post)

Website Only:

\$60 (Incl. 350 words, one month)
\$0.25 for each additional word, no maximum

Newsletter, Social Media, and Website:

Same pricing and details as above.
10% discount on total.

WHAT WE NEED FROM YOU?

Please send your text in a Word document. If this is your first time submitting an ad, please include your address, phone number, and email address.

A \$10 discount will be applied when you post two jobs in one transaction.
A \$5 discount will be applied if you purchase two social media posts in one transaction.

If you have any questions, please contact a2ru Program Coordinator,
Charisse Willis at a2ruconnect@umich.edu.

