Sponsorship Info Packet

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Our Backstory

The Student Affairs Collective began as a series of doodles on the back of a napkin between Tom Krieglstein & Kevin Prentiss in 2005. The vision was, and still is, to create the ultimate online community of Student Affairs Pros in which everyone is both a teacher and student at the same time to help each other play, learn and grow together to collectively reach higher levels of success.

In the beginning, Tom and Kevin wrote all the content. They then bribed their student affairs friends with cookies and digital unicorns to help them write more content, and slowly, over time, an engaged community developed. The SA Collective started to become the go-to place online for student affairs professionals to receive and share knowledge from their peers. The growth remained steady, and then Twitter came along...

In 2009, over lunch with Debra Sanborn at an Iowa coffee shop, Tom pitched the idea of a weekly chat via Twitter for student affairs professionals. Debra nodded excitedly at the idea (as she does with all new ideas), and a couple weeks later, on Oct 8th, 2009, the first #SAchat happened with 15 people and 50 tweets.

Since then, the SAC, which is what the cool kids call it, has grown to be a community of thousands of student affairs professionals, stretching international borders and all functional areas of the field. We now have a podcast, a bookstore, a jobs board, a Blogging Network, a Book Club, an SAGrad Scholarship, a weekly newsletter (see below), Tweetups, and the #SAChat Awards. Through it all, the SAC continues to focus on creating the best peer-to-peer learning network for student affairs professionals.
The Student Affairs Collective is a premier niche online destination for 1000s of Student Affairs Professionals looking to learn & grow from each other. Our readers currently hold, or aspire to hold, academic titles such as Dean, Vice President, Director & Advisor in the Student Affairs or co-curricular side of an institution.

**Avg Monthly Page Views**

30,000

**Avg Monthly Unique Visitors**

12,300

Page Likes 5,971

Downloads Per Podcast 341

Account Followers 26,200

Newsletter Subscribers 3,100
Our Current/Past Sponsors

The National Society of Leadership and Success

VACPA
College Student Educators International

NCSL*

Swift Kick
A Foundation for Student Engagement

Dance Floor
Student Leadership Training

APCA
Association for the Promotion of Campus Activities

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Our Sponsorship Offerings

Website Sponsorship Options

Banner Ad (700x150) – Are placed at the top of the page in the same section as regular blog post previews, but when clicked, lead to an advertiser’s unique landing page. Banner Ads show up only on the homepage of the site. Ad can be a static image or rotating images. Price is $150/month (3 months minimum).

Embedded Ad (350x150) – Are placed in the same section as regular blog post previews, but when clicked, lead to an advertiser’s unique landing page. Embedded Ads show up only on the homepage of the site. Ad must be a static image. Price is $100/month (3 months minimum).

Sidebar Ad (237x138) – Are placed on the sidebar under the “Sponsors” section. Sidebar Ads show up everywhere on the site where the sidebar is visible. Ad can be a static image or rotating images. Price is $100/month (3 months minimum).

Other Sponsorship Options

Monthly Series Sponsorship – Every month we host a 20 post series all on the same topic. Sponsoring a series would include a banner ad at the top of every post in the series, two social media shoutouts about the sponsorship, and a full page ad in the print version of the series if the series is converted into a book. Price for one monthly series (avg 20 posts) is $1800/month.

Sponsored Posts / Branded Content – Are blog posts written by your team providing value to the community and put into our normal post schedule and pushed out through our social media. The top of the post and the by-line for the post are used to denote that it is a Sponsored Post with info on your brand. Price for 2 posts per month is $250/month (3 months minimum).

Newsletter Text Ad – Are placed within our weekly newsletter in a special “To Support” section. Ad is text only. Price is $150/month (3 months minimum).

Podcast Sponsorship – Due to the integrated nature of a podcast sponsorship and because we only allow one sponsorship slot at a time, we only open this option for products/services in which we have first hand experience using and 100% believe in. Price is $350/month (6 months minimum) which includes a shoutout in each podcast episode, a banner ad (700x150) on each Podcast episode landing page and one “branded content” podcast (click for example) that relates to the sponsor’s work.
Check I’m Here has been a sponsor of the Student Affairs Collective for over a year now, and has loved building a close relationship with Tom and the team. Their content and mission resonates with us as former practitioners and as a company that helps solve many of the problems the SAC audience is working to solve at their own institutions and in higher ed.

We’ve also experienced huge results through being a sponsor and advertising through the website, newsletter, and through tweets. We’ve closed multiple deals that we’ve been able to track through direct advertising and initial reach through the SAC website, earning a serious ROI for our team.

Some metrics we care about from the audience we track in clicks through SAC compared to other campaigns:

- Greater average sessions durations (in some cases, triple other campaigns)
- Lower bounce rates

In 2015, we generated 400+ new sessions from SAC, with about 80% being new traffic. Users on average hit more than 2 pages/visit, and spent almost 2 minutes on average per session. However, the metric we care the most about, as mentioned above, is the fact that we’ve actually closed multiple deals as a result of sponsoring the Student Affairs Collective.

Working with the SAC team has been one of the easiest decisions to continue out of all of our advertising and marketing efforts.

Reuben Pressman
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Let’s Get Started!

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