The Cal Alumni Association (CAA) advances and promotes the interests of UC Berkeley by connecting alumni with each other and the University.

- **100,000 dues-paying CAA Members**
- **474,000 living Cal Alumni**
  - 65% in Northern California
  - 25% in Southern California
  - 10% international
  
  alumni.berkeley.edu

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**PROMOTIONAL OPPORTUNITIES**

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**The Cal Connection E-newsletter:**
A monthly e-newsletter sent to more than 150,000 people. **The Cal Connection** keeps members up to date on the latest innovations, achievements, and events on campus.

Right rail ad 150x250.

**CALIFORNIA** magazine is an editorially independent general-interest magazine sent quarterly to all 100,000 members of the Cal Alumni Association.

CAA ad sizes are full page, half page, two-thirds page, and one-third page.
Advertising is also available on **CALIFORNIA** Online.

**Web Banners:**
Our fully integrated website informs alumni and provides detailed information for all CAA programs. CAA's website attracts more than 140,000 unique visitors each month.

Right rail web banner 300x250.

**Athletics, Lair of the Golden Bear, and Travel E-newsletters:**
Each e-newsletter is sent quarterly to an opt-in list and keeps members up to date on the latest events for each program.

Right rail ad 150x250.

**Direct Mail and Dedicated Emails:**
Communications are sent to all Cal alumni and to specific segments of the alumni community based on targeted demographics.

**Alumni Events:**
CAA hosts an array of events, including football tailgates, basketball pre-game parties, and CAA's signature annual event, Charter Gala. Many sponsorship levels and display opportunities are available.

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