Our mission is to advance and promote the interests of the University of California, Berkeley by connecting alumni with each other and our alma mater. Together with our campus partners, we play an integral role in informing, engaging, and inspiring alumni to support the University by:

- Participating and volunteering in University programs and events
- Acting as ambassadors and advocates on behalf of the University
- Giving to the University
Introduction to CAA

CALIFORNIA Magazine
CALIFORNIA is an editorially independent quarterly general-interest magazine sent to Cal Alumni Association (CAA) members, with an online version featuring daily news. californiamag.org

Cal Discoveries Travel
CAA provides the University of California, Berkeley community with an exciting combination of discovery, learning, and adventure in educationally oriented travel. alumni.berkeley.edu/travel

Alumni Events
Alumni events provide alumni with the opportunity to network with one another and stay informed about the brilliance of Berkeley. alumni.berkeley.edu/events
Lair of the Golden Bear

Since 1949, the Cal Alumni Association’s Lair of the Golden Bear has provided unforgettable summer vacations for generations of Cal alumni families and friends of the University.

alumni.berkeley.edu/lair

Introduction to CAA (Cont.)

Pinecrest Chalet

Located just three hours east of the Bay Area at 5,600 ft in beautiful Pinecrest, CA, the Chalet’s fresh air, sunshine, and surrounding natural beauty provide our guests with an amazing mountain playground.

alumni.berkeley.edu/chalet
Alumni Scholarships

CAA awards more than 800 Cal students with $2.1 million in undergraduate scholarships each year through The Leadership Award, The Achievement Award Program, and the Kruttschnitt Aspire Scholarship Program.

alumni.berkeley.edu/scholarships

YES Berkeley!
Student Recruitment

Alumni volunteers represent our University at college fairs, share their Cal experience at receptions for newly admitted students, and host Summer Welcome Parties to congratulate incoming students and share some blue and gold spirit.

alumni.berkeley.edu/yesberkeley
Introduction to CAA (Cont.)

The Berkeley Network

The Berkeley Network supports the professional development interests of a diverse and ambitious alumni community through webinars, industry events, and partnerships with the UC Berkeley Career Center.

alumni.berkeley.edu/berkeleynetwork

Alumni Chapters

More than 80 alumni chapters around the country offer alums the opportunity to stay involved with the University, connected to students and fellow alumni, and to support student recruitment and undergraduate scholarships.

alumni.berkeley.edu/chapters
**Audience Overview**

**TOTAL LIVING ALUMNI WORLDWIDE**: 499,000+

<table>
<thead>
<tr>
<th>Locations of Alumni</th>
<th>Mailable alumni</th>
<th>Emailable alumni</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>399,091</td>
<td>219,014</td>
</tr>
<tr>
<td>CA</td>
<td>297,433</td>
<td>161,334</td>
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<tr>
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<tr>
<td>OR</td>
<td>7,352</td>
<td>2,999</td>
</tr>
<tr>
<td>TX</td>
<td>6,397</td>
<td>3,246</td>
</tr>
</tbody>
</table>

*Numbers reflect alumni who are able to receive Affinity communications.*
Total Mailable and Emailable Cal Alumni

400,000
Mailable Cal alumni

220,000+
Emailable Cal alumni

* Numbers reflect alumni who are able to receive Affinity communications.
Mailable Cal Alumni In 9 Bay Area Counties

166,000+
Mailable addresses in the 9 Bay Area counties*

* Number reflects alumni who are able to receive Affinity communications.
Mailable Cal Alumni By Gender

46% Female 182,537
54% Male 216,774
Emailable Cal Alumni By Gender

44% Female 97,000
56% Male 124,309
155,000+
Pageviews per month

88,000+
Unique visitors per month
Social Media Reach

Facebook: 26k+ Likes
Linkedin: 49,000+ Group Users
CAA's website keeps our alumni up to date on campus happenings and provides detailed information about CAA programs.

CAA's website has more than 88,000 unique visitors each month.
The Berkeley Network webinar series provides alumni with career management tools, best practices, trends in the workplace, and advice for maintaining personal wellness at work.

[alumni.berkeley.edu/berkeleynetwork/webinars]

“The Berkeley Network online learning series is a great place to start, whether you are new to job-hunting or an old timer getting back into the hunt…”

Bruce Cronquist ’83
The Cal Connection is a monthly e-newsletter that keeps more than 155,000 readers up-to-date on the latest innovations, achievements, and events on campus.

Ad Size:
150 x 250 px
The Athletics e-newsletter is sent to more than 46,000 subscribers. Each newsletter includes sporting news, athletic events, and ticket promotions.

Ad Size:
150 x 250 px
The Berkeley Network e-newsletter is sent to more than 21,000 subscribers and features upcoming webinars, networking events, and highlights career resources.

Ad Size:
510 x 90 px
The Cal Discoveries e-newsletter is sent to more than 21,000 subscribers and includes information about the latest trip destinations, travel discounts, and interviews with Berkeley professors.

Ad Size: 150 x 250 px
The Pinecrest e-newsletter is sent to more than 10,000 subscribers four times per year. Each newsletter keeps campers up-to-date on the latest camp programs, reservation openings, and events.

Ad Size:
150 x 250 px
Dedicated Emails

Dedicated emails can be sent to all Cal alumni or specifically to CAA members.

Each list can be segmented based on targeted demographics.

Ad Size:
550 px width
Variable height
Direct mail communications are sent to all Cal alumni or to specific segments of the alumni community based on targeted demographics.

CONSIDER CAL ALUMNI BENEFITS

As a Cal graduate, you have access to a variety of insurance options — at affordable rates. These benefits can be a supplement — or even an alternative — to employer-provided insurance. And they’re great for the self-employed.

- Specially Negotiated Rates
- Top-Quality Insurance Providers
- Financial Protection for You and Your Family

GET A FREE, NO-OBLIGATION QUOTE

Compare Cal Alumni Benefits to your current insurance options.
CAA hosts a variety of alumni events throughout the year, including pre-game basketball Hoops Parties, tailgates, young alumni parties, panel discussions, networking events, Homecoming and Cal Day activities, and more.

Partners can display marketing materials at each of CAA’s events and receive recognition in email invitations.

Partners can also host their own events in the Toll Room at Alumni House, which has a capacity of 150–200 people.
CALIFORNIA magazine is an editorially independent general-interest magazine. The mission of the publication is to cover the news, issues, discoveries, and people of the University of California, Berkeley, and keep readers informed about the cutting-edge ideas and innovation emanating from campus.

CALIFORNIA magazine is a quarterly publication sent to more than 100,000 members.

californiamag.org
CALIFORNIA Online is updated with fresh news daily. News, in-depth interviews, and features on topical issues report on the Berkeley campus with insight, style, and punch.

californiamag.org
CAA’s Facebook page keeps Cal alumni up-to-date on campus events, alumni achievements, and CAA programs. CAA has more than 25,000 likes—and counting.

facebook.com/CalAlumni
CAA’s LinkedIn group is exclusive to Cal alumni and has more than 49,000 members.

linkedin.berkeley.edu
CAA’s Instagram has more than 2,000 followers and is used to connect to a younger alumni audience.

@calalumniassociation
Questions?

For more information
alumni.berkeley.edu/advertise

Contact Us

Stephanie Tomasco
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510.900.8192
GO BEARS!