## 2018 National Elections
## Ad Price List




**Social Media Following**

4,730

1,623

1,250




**News & Notes…**
Over 35,000 subscribers!

The Southern University Alumni Federation will offer social media and News & Notes ad space to all eligible candidates running for a national office. Eligible candidates must have completed the qualifications process with required submission to the Nomination and Election Committee and have received a letter of acknowledgment from the Committee Chair.

Social media ads are $30 a week per design. Ads will run from Sunday to Saturday and will be posted at least four times during the week on all Federation social media platforms (Instagram, Twitter and Facebook). If purchasing multiple weeks, ad design can be changed at the beginning of each week. New ads should be submitted to Khadijah Thompson by 5 pm on the Friday before the new week.

News & Notes ads are $40 a week and will receive weekly placement in the newsletter. All ads should be submitted by noon on Thursdays. Bundled ads (Social media and News & Notes) can be purchased for a discounted rate of $65.

Candidates are required to design their own ad and provide content for each ad. Twitter ads/content should not be longer than 140 characters. Facebook and Instagram ad content outside of graphics are limited to 100 words. Fifteen-second videos are allowed. Ad sizes should be 800px X 800px.

Please note that candidates are not allowed to tag the SU Alumni Federation on social media during the election period. If the Alumni Federation is tagged, we reserve the right to remove the tag.

To place an ad or for more information please contact Khadijah Thompson, Assistant Executive Director, at khadijah_thompson@sus.edu or at 225-771-2151. Payment can be made at sualumni.org.