

*Gamma Sigma Sigma*

NATIONAL SERVICE SORORITY



NATIONAL  
ADVERTISING RATES

2011-2012 ADVERTISING RATES

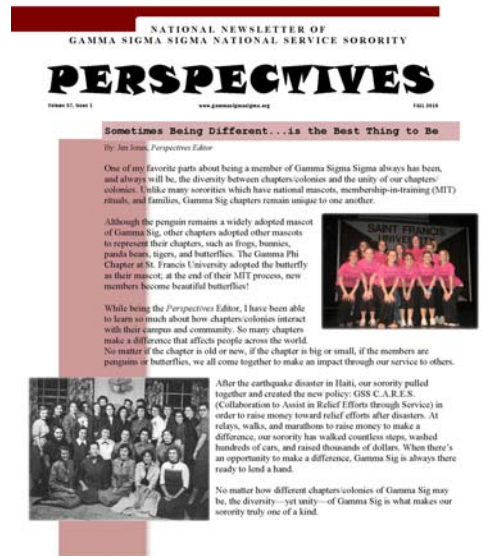
## PRINT ADVERTISING

Gamma Sigma Sigma prints its national newsletter for its members and constituents up to three times each year. The *Perspectives* national newsletter currently ships to 2800 members within the United states. The number of printed issues has increases by 500 addresses each year over the past two years; therefore, up to 3500 may be printed in 2012.

Each issue of Perspectives may be downloaded from our national website, and individuals (not receiving the printed newsletters) are directed to the issue from our social media outlets.

Advertisers with our national website will have the option of a package with a business card size or 1/4 page (3.5" x 5") size advertisement. Each Perspectives features full color pages and advertisements for all readers to enjoy.

Businesses wishing to advertise with the sorority must meet submission deadlines for each publication. The sorority is not responsible for advertisements not submitted before the deadline.



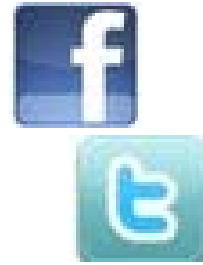
## NATIONAL WEBSITE

Gamma Sigma Sigma's national website serves as the sorority's largest marketing tool. The national website averages 20,000 visits a year from unique viewers, and approximately 20,000 pages are accessed daily on average. The sorority sets aside a specific page in the public domain for Gamma Sigma Sigma merchandise sales. The sorority plans to use this page to promote vendors through use of business information and specials rates and discounts offered by their companies. Ideally, a variety of businesses will be featured with logos, and additional businesses will be listed by name on the page. Advertising businesses will be able to include different size graphics with a link to their business's website.



## FACEBOOK & TWITTER

The number of people connected with Gamma Sigma Sigma on Facebook and Twitter increases daily. The sorority is approaching 4,500 fans on Facebook and 900 followers on Twitter. The sorority uses social networks to share information and highlight special programs and activities. According to Facebook usage stats, nearly 2,000 Gamma Sigma Sigma fans actively visit page.



## EMAIL MARKETING

Gamma Sigma Sigma sends out an email to more than 2500 individual email addresses five to eight times a year. The *Spirit of Service* email newsletter allows the sorority to refer members to the merchandise page of the national website, as well as spotlight a vendor in each message. Depending on the advertising package, businesses may provide their logo to link to their website in one of our email newsletters.

## ADVERTISING RATES

### PER SPECTIVES

- \$100-1/2page (7.5"x5"full color advertisement)
- \$60—1/4 page (3.5"x 5" full-color advertisement)
- \$30—Business card size (full-color advertisement)
- \*\*prices are listed per printed issue\*\**

### NATIONAL WEBSITE

- \$200 (500px x 250px advertisement) for six months
- \$100 (250px x 250px advertisement) for six months
- \$50 (business name with direct website link) for six months

### SPIRIT OF SERVICE EMAIL

\$50 flat fee per email. Size of advertisement is determine of email space. Contact the marketing director for specifics.

*\*\*Gamma Sigma Sigma will share sales information with member regularly on Facebook and Twitter\*\**



# NATIONAL CONFERENCES & CONVENTION



Outside the standard advertising packages, Gamma Sigma Sigma offers businesses the opportunity to serve as vendors at any of the National Leadership Conferences or the National Convention. Specific vendor rates apply, and vendors may be able to sell their items up to three days depending on the dates of the event. In addition, vendors will receive special hotel rates and amenities. Vendors at the National Convention will receive an advertisement in the conference convention

materials. Anyone interested in becoming a vendor for the convention or conferences, may contact the National Marketing Director at [marketing@gammasigmasigma.org](mailto:marketing@gammasigmasigma.org).

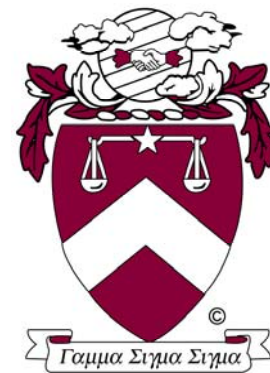
## SYMBOLS USAGE

The name of Gamma Sigma Sigma, its symbols, and publications cannot be used for campaigning or lobbying activity for political or social causes, issues, or candidates without the written consent of the National Board of Directors.

Official Symbols of Gamma Sigma Sigma National Service Sorority include the Greek letters  $\Gamma\Sigma\Sigma$ , the name "Gamma Sigma Sigma" and its various forms, the Coat of Arms, the White Rose, the colors maroon and white, the national song "Strongest of Bonds."

The Coat of Arms and Rose logo are the only copyrighted images of the sorority. Use of the two logos should only be used with consent from the National Board of Directors. Also, symbols or GSS merchandise should not be used to promote any illegal activity.

The following symbols do not represent Gamma Sigma Sigma nationally, but may be used at the chapter level to enhance the bonds of membership in the chapter; hand signs, vocal calls and mascots. These symbols may be used to promote local chapter programs and functions, but may not be used as national images.



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