



Student Media



BLUEPRINT

Print Media Kit

2024 Volume



Advertise with the *Blueprint* — Your Gateway to Georgia Tech Memories!

With a legacy spanning Georgia Tech's rich history, *Blueprint* stands as the premier annual publication capturing the essence of our community. Distributed to 2,300+ students and young alumni each May, *Blueprint* is not just a yearbook — it's a timeless snapshot of the experiences, achievements, and connections that define the Georgia Tech experience.

After a five-year hiatus, *Blueprint* is **back** to capture the essence of our community and immortalize the memories that make Georgia Tech truly exceptional.

A Fresh Chapter

Blueprint is not just a yearbook; it's the revival of a tradition. The pages of this edition mark the beginning of a new chapter, celebrating the resilience, growth, and dynamic spirit of Georgia Tech over the past five years.

Be Part of the Comeback Story

Advertisers have a unique opportunity to be part of our comeback story. Your brand will play a pivotal role in shaping the narrative of *Blueprint*'s return, reaching a captivated audience eager to commemorate their milestone.



Why *Blueprint*? Why Now?

Reach a Captive Audience

Blueprint offers advertisers a unique opportunity to connect with our diverse readership — students, parents, alumni, faculty, and staff. As a trusted keepsake, your advertisement will be seen, remembered, and cherished for years to come.

Extended Visibility

Beyond the campus, *Blueprint* reaches beyond the academic year, becoming a cherished memento that transcends the Georgia Tech community. Be part of a publication that resonates far and wide.

Strategic Timing

Published annually in May, *Blueprint* aligns with Spring commencement, ensuring your message reaches our community during moments of celebration and reflection.

Join Us in Writing the Next Chapter

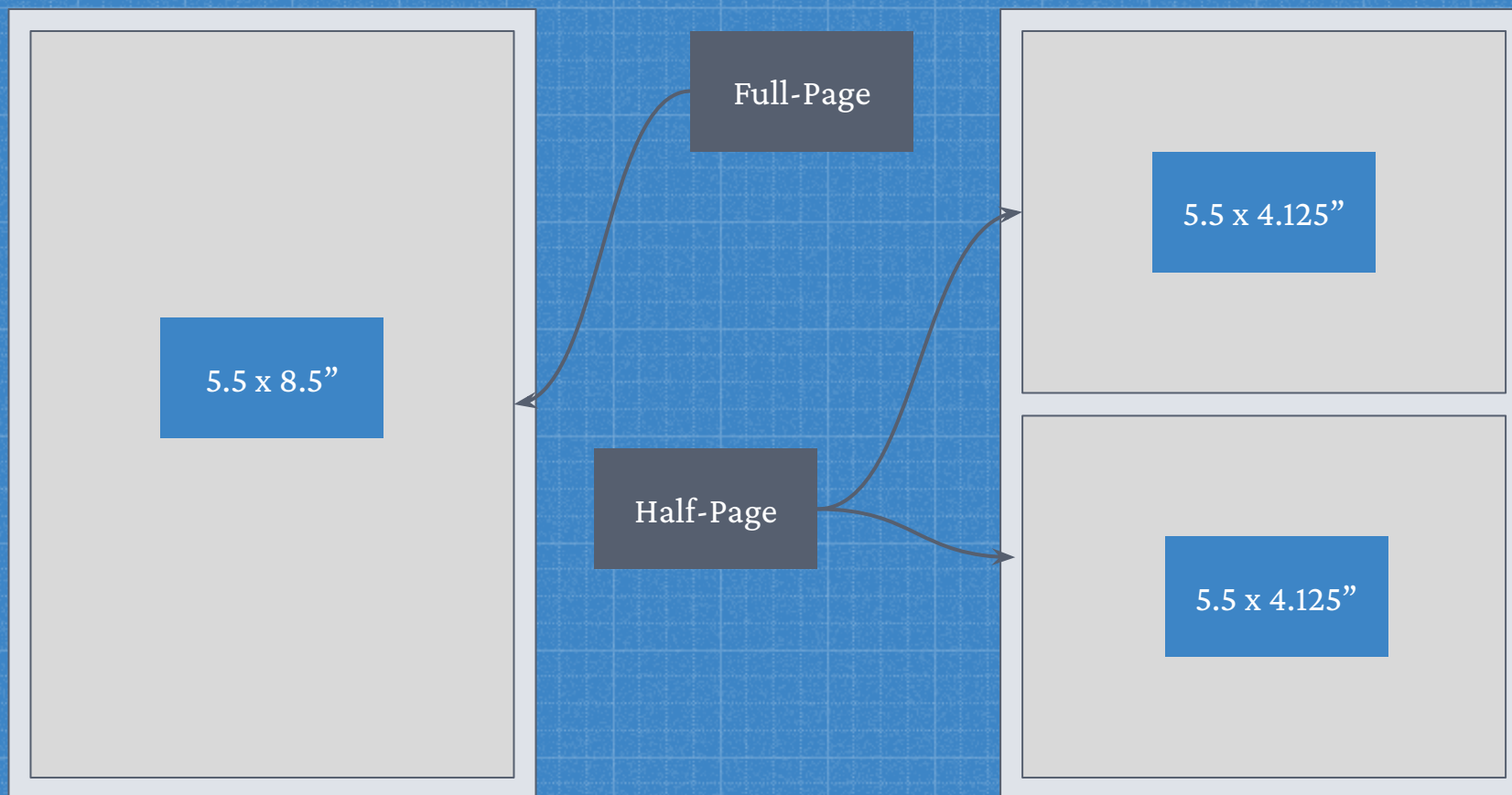
As *Blueprint* returns, be part of the excitement, the memories, and the history in the making. Let your brand be a cornerstone of this special edition, reaching a community eager to embrace the revival of a beloved tradition.



Rates and Dimensions

	Parent	Campus	Local	National	Print Dimensions
Full Page:	\$500	\$750	\$800	\$1,000	5.5 x 8.5"
Half Page:	\$250	\$350	\$400	\$500	5.5 x 4.125"

Note: An additional 20% fee will be assessed for page placement requests; subject to availability.



Frequently Asked Questions

Q: I can't design my own ad, what do I do?

A: No need to worry! Our team of skilled designers can work with you. Email us at design@blueprintybk.org for a design quote and we'll get you squared away.

Q: How can I pay for an ad?

A: You may pay with a credit card online, or with cash or check in person. A fee of \$50 will be applied for all returned checks. Campus organizations and departments can work with SOFO to conduct a funds transfer via Worktag— contact us if this is the method you'd like to use!

Q: What file types are accepted?

A: We accept artwork in TIFF, PDF, EPS, or AI formats. The artwork must also be in CMYK mode and be the exact dimensions specified. Artwork resolution must be at least 250 ppi and not compressed.

Q: Who's eligible to take out an ad?

A: Advertisers must fall into one of the following categories in order to be eligible:

- **Campus:** Student organizations, Institute offices/campus departments
 - Must be directly affiliated with the Institute to qualify.
- **Local** Advertisers are classified as those businesses headquartered in the state of Georgia
- **National** Advertisers are considered any business headquartered outside of Georgia.
- **Parents** will need to submit the name and GT username of their student for verification prior to publication.



Frequently Asked Questions (cont'd.)

Q: Are there any laws I have to follow?

A: Yes. Ads including mention of alcohol must also include the statement, “You must be 21 years of age to order and consume alcohol.” Ads for gambling, adoption or soliciting egg donors will not be accepted per Georgia state law.

Q: When do I need to submit an advertisement by?

A: Due to printing turnaround time, advertisements will need to be submitted by the 15th of March for consideration.

Q: Anything else I should know?

A: The *Blueprint* reserves the right to reject any ad. All ads are subject to approval by the *Blueprint* editorial board.

Q: Who can I reach out to if I have any questions?

A: You may contact Editor-in-Chief Rahul Deshpande via email at editor@blueprintybk.org or via phone at (925) 316-9800.

