

Promote Reunion Participation and Attendance!



Cornell Alumni Magazine is here to help you generate interest and build enthusiasm among your classmates.

Class Column Reminders

You class column in *Cornell Alumni Magazine* is a great way to start building enthusiasm for Reunion!

- Remember to keep your class correspondents informed of the developing plans for Reunion so there can be news in each issue that will encourage classmates to attend.
- Pre-Reunion events provide great material for class columns.
- Avoid using long lists of names in the class column. Lists of classmates who are planning to attend are better circulated in Reunion mailings or on the class website, reserving class columns for news of individual classmates and plans for Reunion itself.
- There's plenty of time to promote Reunion attendance with a class ad in the Class Notes. Consider starting in the Jan/Feb issue of your Reunion year.
- Be sure to make full use of the column if complimentary issues of the magazine will be going to classmates who are not already subscribers.
- Make sure to remind your class correspondents to include your class website (and Facebook page) at the end of every column.
- Have a great time getting ready for Reunion!



Questions?

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Custom Cover Tip-Ons

To further promote Reunion attendance, send a complimentary copy of *Cornell Alumni Magazine* to non-subscribers in your class. A custom tip-on, which is attached to the CAM magazine cover, can provide the opportunity to send a special message to an additional audience.

For details and pricing, please contact Sandra Busby.



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