Ramblin Promos Overview

2014-2015

Overview

Ramblin’ Promos is the new & improved campus delivery program that replaced the former BuzzBags program and has taken on the role of being the only approved program to deliver straight to residence hall doors! In addition to offering the same services and providing the same quality marketing pieces that BuzzBags provided, Ramblin’ Promos will also include added value.

Ramblin’ Promos is your gateway to getting news out to the nearly 8000 students living on campus! Your full-color design will be printed on quality, glossy 4×6 postcards and delivered right to the student’s residence hall doors. If desired, we will help design your ad too! Just choose one or two sides, one delivery or multiple. The choice is yours, with Ramblin’ Promos!

Guidelines:

» Customer provided full-color design printed on one- or two-sided, full-color, glossy post card
» One bag deliver per room/apartment
» Small promotional items (i.e. logo pens, koozies, etc.) can also be distributed. Subject to approval.
» The number of items allotter per drop may vary. Orders will be taken on first come, first served basis. This applies particularly for the first bag of each semester.
» Customers, with prior approval, may provide their own materials and will be charged a drop fee for stuffing/delivery only. Items that require a fold, such as menus, must be folded prior to delivery to FirstGen.
» All deliveries should be dropped off to the Office of Leadership and Civic Engagement found in Room 2211 of the Student Center Commons, 350 Ferst Drive, Atlanta, 30332. Please schedule a delivery time by contacting us a firstgenatgt@gmail.com.
» Maximum finished size of 8”x11”
» The use of Georgia Tech registered trademarks, logos, and/or images (i.e. Buzz, interlocking
GT, etc.) on ads provided from off campus entities are strictly prohibited.

» Special production may be accommodated with 30 days advance notice.

* FirstGen and Georgia Tech reserve the right to reject or accept any ad or promotional item.

**Acceptable Forms of Printing:**

» All ads should be submitted via our submission form by 12pm NOON on the deadline found at our website: www.firstgen.gtorg.gatech.edu

» Files can not be altered once they have been submitted

» Each side should be saved and uploaded separately.

» Files must be sent at print size – 4.25” x 6.25” (to include a 1/8” ‘bleed’ on all sides) to avoid a design fee being charged. This extra 1/8” (.125) on all sides allows for cutting. Do not allow any important text to go into this area.

» Remove ALL crop marks prior to saving/submitting your ad

» The preferred format for ads is Adobe PDF. This format will preserve quality and reduce file size. Please be sure you are embedding all fonts. Make sure your settings say “Press Quality”

» The use of Georgia Tech registered trademarks, logos, and/or images (i.e. Buzz, interlocking GT, etc.) on ads provided from off campus entities are strictly prohibited.

» Ads or designs advertising sex or alcohol are STRICTLY prohibited.

» Additionally, we will accept JPEG, GIF, Photoshop, and PowerPoint documents, however, please be advised that the quality of image may suffer.

» If design is to be done by FirstGen staff, text must be submitted via the submission form or sent via email or word attachment to firstgenatgt@gmail.com and must be received no later than the dates/times listed in the deadlines schedule. Please note there is an additional fee for design services.

**Pre-printed Materials:**

» Customer provided materials are subject to approval. **3500 cards/items are required per drop.**

Items may include, but are not limited to, pre-printed full color postcards, logo pens, koozies, etc.
» No black and white photocopies or low quality print items will be accepted. No large or bulky items.

» The use of Georgia Tech registered trademarks, logos, and/or images (i.e. Buzz, interlocking GT, etc.) on ads provided from off campus entities are strictly prohibited.

» Ads or designs advertising sex or alcohol are STRICTLY prohibited.

» Items that require a fold, such as menus, must be folded prior to delivery to FirstGen.

Full payment is REQUIRED when the ad is submitted. Deadlines and due dates are listed below.

» Acceptable forms of payment – PeopleSoft number, money orders, or checks

» All checks and money orders must be made payable to Georgia Tech with FirstGen in the memo line

» NO refunds will be given after the submission deadline

» Payment must be sent to or dropped off at the Office of Leadership and Civic Engagement found in Room 2211 of the Student Center Commons, 350 Ferst Drive, Atlanta, 30332.

**Schedule**

<table>
<thead>
<tr>
<th>Dates for Deliveries</th>
<th>Payment Deadline</th>
<th>Design-print-deliver deadline</th>
<th>Print-deliver deadline</th>
<th>Deliver only deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 30th</td>
<td>January 12th</td>
<td>January 5th</td>
<td>January 9th</td>
<td>January 21st</td>
</tr>
<tr>
<td>February 27th</td>
<td>February 9th</td>
<td>February 2nd</td>
<td>February 6th</td>
<td>February 18th</td>
</tr>
<tr>
<td>March 27th</td>
<td>March 9th</td>
<td>March 2nd</td>
<td>March 6th</td>
<td>March 13th</td>
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<tr>
<td>April 17th</td>
<td>March 30th</td>
<td>March 23rd</td>
<td>March 27th</td>
<td>April 8th</td>
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</tbody>
</table>

**Pricing**

<table>
<thead>
<tr>
<th>Pricing per entity</th>
<th>Double sided ad</th>
<th>Single sided ad</th>
<th>Deliver only</th>
<th>+Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Price</td>
<td>550</td>
<td>400</td>
<td>300</td>
<td>+$75</td>
</tr>
<tr>
<td>GT Departments</td>
<td>400</td>
<td>275</td>
<td>175</td>
<td>+$75</td>
</tr>
<tr>
<td>GT Stu. Organizations</td>
<td>250</td>
<td>149</td>
<td>75</td>
<td>+$75</td>
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</tbody>
</table>

**Discounts**

In an effort to address the suggestions provided by students, we have decided to provide $50 discounts to diversify what is placed in the ad. The discount can be applied to any ad (except
sponsorships) and there can only be a max of $150 discounts applied to any one ad. Discounts available are as follows:

» Refer 5 different companies or businesses to us
» Provide items for “Delivery Only” that are unique and usable excluding simple advertising flyers or cards. Cards with valid coupons, magnets, pens, candy, and other small such items are preferred.
» When placing multiple ads within one semester, provide different and unique designs for each ad submitted.

**Sponsorships**

Our clients will have the opportunity until **December 29th** to sponsor our program for the entire semester. The different benefits are as follows:

» Logos on ALL bags used throughout the semester
» Logos on Ramblin’ Promo shirts given to FirstGen and organizations that volunteer for each bag
» Logos will be featured in a transit ad on all Georgia Tech Stinger buses for the semester.
» Placement of ONE printed card or item for delivery only in a specified number of deliveries per semester

<table>
<thead>
<tr>
<th>Level</th>
<th>Logo on bags</th>
<th>Logo on shirts</th>
<th>Transit Ad</th>
<th>Card/Item Placement in # of bags</th>
<th>On-campus price; off-campus price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>4</td>
<td>$1750; $2350</td>
</tr>
<tr>
<td>Gold</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>3</td>
<td>$1350; $1800</td>
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<tr>
<td>Silver</td>
<td></td>
<td>X</td>
<td>X</td>
<td>2</td>
<td>$950; $1250</td>
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