

Illinois State University Alumni Relations
WEB SITE PROMOTION IN ALUMNI MAGAZINE

Vol / FY	Summer (Aug)	Fall (Nov)	Winter (Feb)	Spring (May)
Vol 5 - FY 05	Pullout: Photo albums Box: Web postcard in Class notes	Pullout: web postcards Pullout: merchandise	News: Stay connected - general web promo article Box: Pearson CD - merchandise	Box: Watches on merchandise page
Vol 4 - FY 04	Intro AI News: Online directory/find a friend Box: Do we have your e-mail address?	Box: Merchandise page Box: Do we have your e-mail address?	Pullout: Promote use of e-mail (register/update, privacy)	Pullout: E-lumni News promo
Vol 3 - FY03	News: Career Mentors Response results Pullout: Keep in touch --update form Box: merchandise	News: New website coming soon Pullout: Merchandise (featured diploma frames) News: Do we have your email address -- for the E-newsletter? Pullout: Keep in Touch Box: Visit the site	Pullout: Web Postcards contest Pullout: Merchandise Box: E-mail updates Pullout: Keep in Touch Box: Visit the site	Box: How to nominate for awards candidates Alumni News Intro: New Website design Pullout: insurance Box: Email updates Box: Keep in touch Box: Visit the site
Vol 2 - FY02	News: Online Community Update	Alumni News Intro: 9-11 message board	News: Career Mentor Contest plug News: online message boards	Box: How to nominate awards candidates
Vol 1 - FY01		Alumni News Intro: IAC launch of new site	News: free alumni email	