



2020 Equity and Diversity Conference

Social Media Partnership Levels and Ad Specifications

Social Media Benefits: Eagle (\$2500) and Campus Advocate (\$1000)

- Allows departmental social media to tag the Division of Institutional Equity and Diversity in posts on Twitter to broaden the reach of promoting sponsor events. The Division of Institutional Equity and Diversity will retweet and post on the sponsor's behalf through the Spring and Fall 2020 semesters.

Additional social media information:

All internal sponsors are required to create their own messaging for posts as well as any media associated with their message.

Internal sponsors should include their departmental social media contact when submitting conference ads and marketing materials. For questions or clarification, contact James Jackson at James.Jackson@unt.edu or 940-565-2908.

Print Ad Specifications:

- **1 Spread (2 Full Pages) (Campus Eagle Sponsor):** 8.5H x 11W
- **1 Full Page (Campus Advocate):** 8.5H x 5.5W
- **Half Page (Campus Ambassador):** 4.25H x 5.5W

Power Point slide: sent in standard power point format, landscape orientation

Due dates: All promotional materials due January 10th and should be sent to Diversity.Inclusion@unt.edu and James.Jackson@unt.edu. Include departmental social media contact with submissions.