



# STC CAROLINA MEDIA KIT



**Society for Technical Communication – Carolina Chapter**

Serving professional writers, editors, illustrators, and publishers in North & South Carolina

[www.stc-carolina.org](http://www.stc-carolina.org)

## ABOUT STC

The Society for Technical Communication (STC) seeks to advance the art and science of technical communication, promote awareness of the latest trends and technology in the field, and provide innovative services for the education and professional development of its members.

The Society's diverse membership includes writers, editors, illustrators, printers, publishers, educators, students, engineers, and scientists employed in a variety of technological fields. With more than 11,000 members worldwide, STC is the largest professional organization serving the technical communication profession.

## ABOUT THE CAROLINA CHAPTER

Founded in 1967, the STC Carolina Chapter serves members in the Raleigh-Durham-Chapel Hill and Charlotte regions of North Carolina as well as the foothills region of South Carolina. We merged with the STC Foothills Chapter in 2011 and STC Charlotte Chapter in 2017. We also serve technical communicators worldwide by webcasting most of our program meetings. The Carolina Chapter has been recognized multiple times by STC International as a Platinum Community and was STC Community of the Year in 2015.



## ONLINE PRESENCE

### WEBSITE

[www.stc-carolina.org](http://www.stc-carolina.org)

Average website impressions per month:  
700+

Website includes weekly blog posts that visitors can subscribe to, along with news and events.

**Audiences:** Writers, editors, educators, students, user experience designers, web designers, information architects, recruiters, and managers in the technology, medical/pharma, finance, government, higher education, and manufacturing industries

### WEEKLY ANNOUNCEMENTS

Circulation: 700+ weekly with an above-average open rate

 Facebook  Twitter  LinkedIn  Google Plus  Website

### Chapter Announcements



### Microsoft Word Workshop & Training

24<sup>th</sup> FEBRUARY, 2018 (9.00 AM TO 1.00 PM)

### STC Carolina MS Word Workshop - Feb 24th (3 more weeks to go)

[Making Beautiful and Usable Documents in Microsoft Word \(Workshop\)](#)

Do you create, edit, or format documents in Microsoft Word, but want to become a more powerful user? Join STC Carolina and Christina Mayr for this 4-hour hands-on workshop where we will teach you how to create documents in Microsoft Word, helping you add your company's branding, teach you how to create a template, and format to a certain style guide.

## SOCIAL MEDIA

[Facebook](#): 158 group members

[Twitter](#): 855 followers

[LinkedIn](#): 308 group members



## SPONSORSHIP

Sponsors make an annual, tax-deductible donation to our 5013(c) organization and receive sponsorship benefits for our fiscal year, July – June.

Donations can be made via check or PayPal. Our Treasurer will work with you to provide the most convenient option and provide a receipt for your tax records. Please note that the tax-deductible portion of your sponsorship will be reduced by the value of any items received as part of your sponsorship, per IRS regulations.

## HOW SPONSORSHIP HELPS YOU

Sponsorship is a great way to advertise your organization, service, or product to a targeted audience of writers, editors, UX designers, and professional communicators. STC Carolina acts as a conduit for industry and academia to work together to improve the industry and the quality of job seekers in the area.

## HOW YOUR SPONSORSHIP HELPS US

As a non-profit organization, we rely on outside donations to bring events and programs to our members and students. Your sponsorship allows us to have higher quality programs and do more with the limited resources we have.

## SPONSORSHIP LEVELS

Contribution / Level	Bronze	Silver	Gold	Platinum
				
Donation or Space/Refreshments for	\$250 donation  3 events	\$500 donation  6 events	\$1000 donation  10 events	\$2500 donation  12 events
<b>Benefits</b>				
Name, logo, and website link on:				
<i>Sponsor Slide at Events</i>	✓	✓	✓	✓
<i>Announcements Sponsor Area</i>	✓	✓	✓	✓
<i>Website Sponsors Page</i>	✓	✓	✓	✓
<i>Website Home Page</i>		✓	✓	✓
<i>All printed materials</i>			✓	✓
<i>Featured Announcement</i>			4 consecutive weeks	8 consecutive weeks
You will also receive:				
<i>Awards Banquet Tickets</i>			2	4
<i>Premium Event Tickets</i>			1	2
<i>Featured blog posts</i>			1	2

## REQUIREMENTS

### LOGO

Please provide your transparent logo in PNG format that is at least 200 pixels wide. We reserve the right to proportionally resize logos to fit the presentation medium.

### CONTENT

The Communications Director will contact you about the content needed for the website, announcements, or other media pertaining to your sponsorship level. Please provide complete and edited content by the due date requested for timely printing and inclusion.

### CONTACT

Communication Director: [communications@stc-carolina.org](mailto:communications@stc-carolina.org)

More contact information available at: [www.stc-carolina.org/about-us/](http://www.stc-carolina.org/about-us/)