

*Campus*  
**MEDIA**

**2012 - 2013**

Connecting you to colleges

# A B O U T U S

**T**he folks at Campus Media Group are deeply passionate about college life and college marketing. Simply put, we specialize in buying media that is hard to buy. College-targeted media is not like general market media. First of all, it sleeps late and eats a lot of pizza. But most importantly, you've got to have knowledge and connections to make it work. We'll spare you the pain and frustration of doing a national campus newspaper buy or putting 75 street teams on a campus during back-to-school.



## Services Offered

- Student Parent Email Programs
- Student Recruitment & Job Posting Management
- Social Networking Management
- Text Message Promotions & QR Codes
- Event & Tour Development
- Grand Opening Promotions
- Product Sampling On & Off Campus
- Student Housing & Dorms
- Bookstore Programs

- New Product/Service Launches
- Student Loan and Banking Services
- Coupon Distribution & Sales Promotions
- Film & Concert Promotions
- Buzz Marketing Efforts
- Enrollment Marketing
- Fraternity & Sorority Outreach
- Recreation & Fitness Center Programs
- Tailgating Events

- Bar & Nightclub Promotions
- Cause Marketing
- Military & Police Recruiting
- Custom Media Installation
- Transit Advertising
- Sidewalk Advertising
- Campus Sports Sponsorships
- Door Hangers
- Off-Campus City promotions

# W H A T W E D O



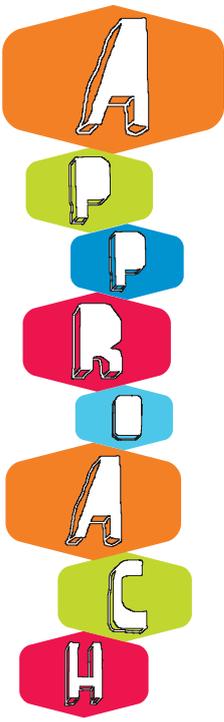
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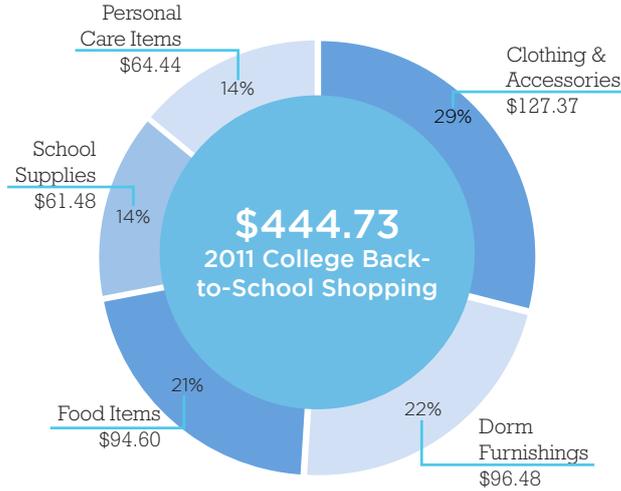
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## Today's Youth

A little-known scientific fact: College kids are not completely homogenous and interchangeable. A student in Fargo is different from a student in Orange County, and we're not just referring to how thick their jackets are. Every campus has a different feel, with its own scenes, traditions and centers of activity -all of which confirms that the way a brand is advertised in this environment needs to reflect that one size most certainly does not fit all.



Source: NRF's 2011 Back-to-School survey, conducted by BIGresearch

## Avoiding Common Mistakes

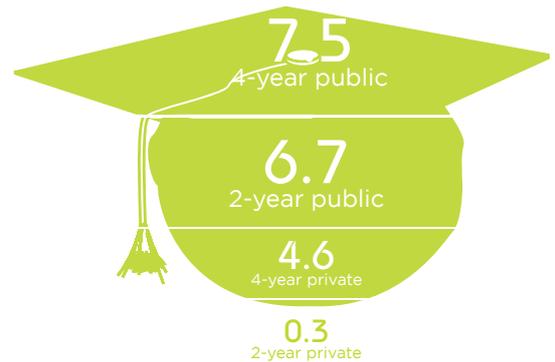
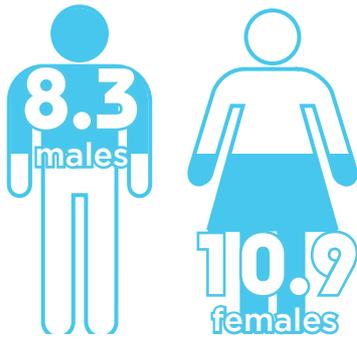
It has been our experience that most brands approach students like a novice hiker stumbling upon a wild animal -with caution borne of uncertainty and fear. They sneak up, dangle some ill-considered bait and then scratch their heads when the student sneers and runs away. We know you must provide something of value when you engage this group. Why? Simple: This target can sniff out a sell a mile away, and they don't like it. We recommend a more novel approach: Show them something relevant and useful to their lives, and present it in a unique and interesting way. Combining college media and compelling offers will prevent your brand from sustaining a nasty bite.

## Developing A Plan

Forgive us for being blunt, but it is our opinion that "buzz" without action is just noise. And people generally don't like noise. It causes them to cup their hands over their eyes and ears and wince. So, when we develop a plan, we're pragmatic and practical. We marry a forward-thinking approach with sensible, deliberate tactics and never forget good old-fashioned service and accountability. Our interest is in brands that want to stick around awhile, because consistency is key when marketing on campus. You can't just show up the first week of class and never come back. We think you should get to know your customer. Study them. Get a sense of their routines. Then, and only then, can you effectively build a brand in their habitat.

## 2011 College Student Population

(numbers are in millions) Source: Alloy Media + Marketing Harris Interactive College Explorer Study



## Measuring Success

A big part of our approach is to try to understand how the client measures success and then base our plans around that. We believe in doing a lot of tire kicking. We test and retest to see what works so that we're ready to hit the ground running when we hit pay dirt. The funny thing about success is that people define and measure it in many ways, but we've always found that two fairly accurate yardsticks are: 1. youth engagement and 2. wheelbarrows full of money



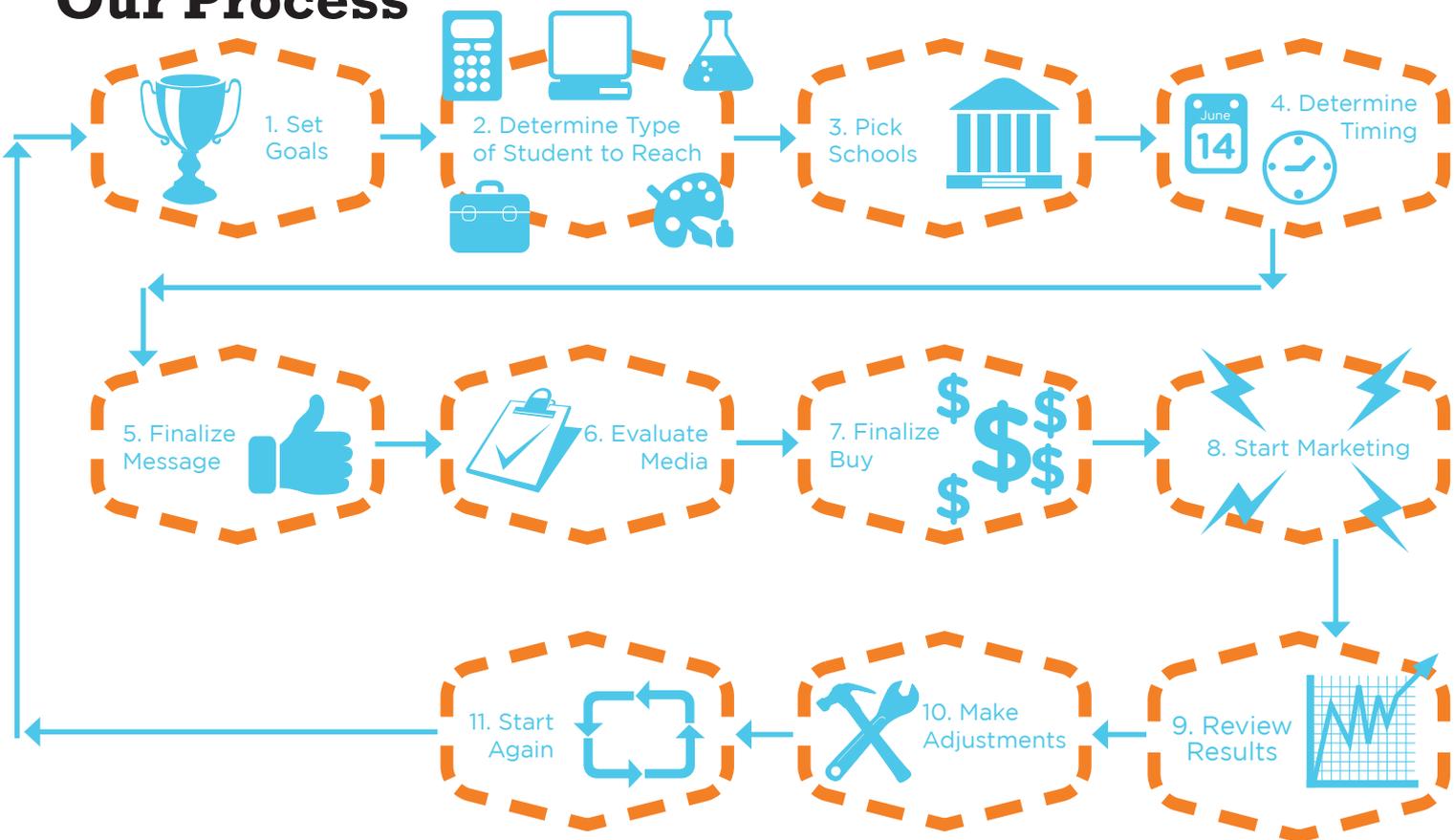


**A**s you may have surmised, this target does not often sit still. Notoriously hard to reach, college kids elude conventional and clumsy methods of marketing. However, we are skilled at tracking your quarry and will develop a strategy to build your brand in the minds of today's college youth.

We offer the newest tactics and latest media from non-traditional advertising to custom guerilla media tactics, and we do it quickly, efficiently and at a fair price. Plus, we're polite. We'll open doors for you and even offer you a refreshing beverage or a recipe for tater-tot hotdish should we meet in person.



## Our Process



# TRADITIONAL

**C**ampus has always lent itself to a variety of tried and true advertising and marketing opportunities. Here are some university-preferred channels for marketers looking for more of a conservative and traditional approach to reaching students.



## College Newspapers

Students are still reading the campus newspaper. Place ads in 1,800+ college newspapers nationally. Target state, private and community colleges, HBCU's, and business schools. Display ads and inserts. You can expect low rates and one-stop buying.

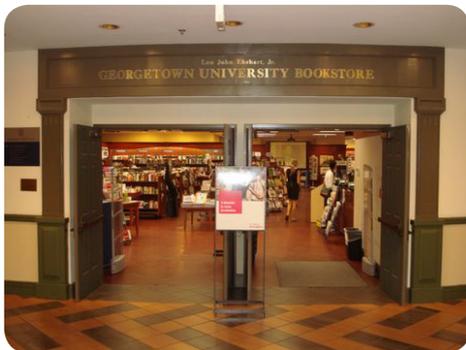


## Posters & Table Tents

Traditional posters, flyers, and table tents can be placed in high-traffic areas around campus. We use reliable non-student regional reps who know what they are doing. You pick the schools; we'll handle the printing, shipping, and placement for you. We'll even send you a batch of pictures as proof your posters went up.

## Tabling

Traditional tabling events on the quad at the dorms or in the student union. We'll handle staff models, permits, rentals, setup, and execution!



## Bookstore Activation

Looking for a way to reach students during back-to-school or other key shopping periods? We can get you plugged into hundreds of campus bookstores for in-store signage, counter mats, and product sampling or coupons at checkout. This has a long lead-time, so start planning early.



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# WEB

It doesn't take a rocket scientist to figure out that college youth are connected online and on their phones. Our theory is that all of your marketing efforts on the ground should be brought to life online, through social media, and with mobile. These three platforms are the thread that should tie everything together.



## Facebook

We can help you with project-based student outreach, advertising, and brand development on Facebook, Twitter, YouTube and smaller niche networks and blogs. Need help with other social media channels? We got you covered on what's hot with youth today.



## Popular Websites

Let us build a list of popular college sites on which you can advertise on. Choose from college newspaper sites, university department sites, gaming, celebrity gossip, film, music, fashion, and more!

# MOBILE

## SMS Text Message Promotions & QR codes

Short-code rental for text-2-win, text alerts, text voting and mobile offers. Campaign setup, management, delivery, and reporting. And now you can add QR codes to your program easily with Campus Media.



# SOCIAL

## IP Targeted Advertising

Through custom IP based targeting and ad inventory across thousands of websites, we can serve ads just to web traffic coming from a college or university campus. Looking to reach specific business industries or active military on base? We can serve ads to them too.



**THIS THURSDAY... Buy one footlong get one for 99¢**

**Charter's Back 2 School Laptop Day Sweepstakes**  
A winner every day until Sept. 15

Surf faster than DSL\* starting at only \$19.99/mo  
Whether you're researching for a paper or downloading music, you can take advantage of Charter's blazing fast Internet. [Learn more at only \\$19.99/mo!](#)

Enter for a chance to win a FREE laptop!  
Charter is giving away a NEW laptop every day until Sept. 15! Bring your home to life with any Charter service and enjoy automatic entries or simply [register online for your chance to win!](#) No purchase is required.

Get Charter High Speed Internet starting at \$19.99/mo OR Start loading your own bundle now!

Plus get a FREE gift card\*\* to top retailers with our special intro-deal.  
• FREE \$100 Gift Card when you buy 3 services  
• FREE \$75 Gift Card when you buy 2 services  
• FREE \$25 Gift Card when you buy any High Speed Internet service

## Targeted Student Email Blasts

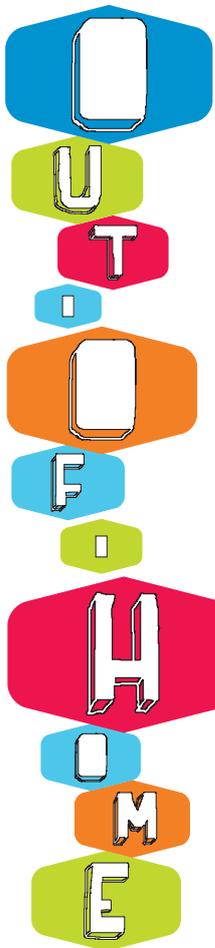
Reach 12 million 18-24 youth nationwide with opt-in email advertising. Target by dozens of data points such as degree program, school, and zip code. We also have email lists for teens, parents, and faculty. Direct mail lists also are available.



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**A**dvertising is one of the fast growing channels use to reach the college market. Major colleges and universities across the United States offer their own distinct networks and options for outdoor advertising. So how do you know where to start? Let us build a OOH plan that gets you BIG TIME exposure with college students. Options include; outdoor kiosks, newspaper stands, transit shelters, fitness and recreation center SportBoards, and gas station pump tops. Markets and availability vary.

### Kiosks

Outdoor Kiosks provide a larger format ad unit for your brand that is sure to get noticed. These 26" W x 50" H displays are placed in high traffic areas on campus on a per month basis and can include an acrylic take-one brochure holder. The majority of these kiosks exist on campuses in California.



### SportBoards

SportBoards give you exclusive access to recreation and fitness centers on 200+ campuses nationwide and reach an estimated 2.6 million students!

### Gas Station Pump Tops

Brands looking to attract a mix of student drivers and the general public surrounding campus should take a close look at Gas Pump Top Advertising. We can map participating stations in your market area in conjunction with colleges and universities. Get your message seen by students who are on-the-go. Major market availability - Contact us today for details.



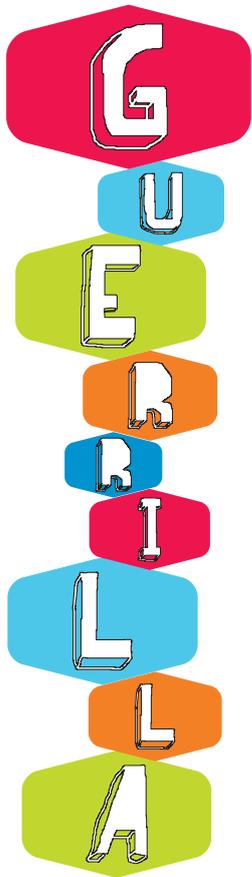
### Newsstand Program

Campus newspaper stands and racks provide another touch-point to a well-placed print campaign. These stands are placed by the month at main campus newspaper distribution points around campus. You can be assured your message will be seen indoors and outdoors on a variety of top-notch colleges and universities around the country. Sizes, costs, and availability vary, so contact us for more information.

### Campus Transit Shelters

Public transportation and campus shuttles ferry students to and from campus in major cities every day. We can help you check market availability, build a plan, and manage transit advertising buying to help you reach today's college students.





**S**ometimes, traditional college marketing channels need a boost. We offer the latest in buzz marketing tactics and guerilla marketing techniques that are sure to get you noticed on and off campus. Here are some non-permission based tactics for brands that aren't afraid to be bold and try something nontraditional.



### Sidewalk Chalking

Sidewalk chalking on and off campus deliver timely messaging in a fun way while giving you that "grass roots" feel that resonates so well with college youth. We have street team networks in every major market ready to install sidewalk graphics, custom chalk designs, and other ground advertising.



### Sidewalk Vinyls

Need something high-impact, fun, and unique that also delivers quality printing? Vinyl sidewalk clings can be placed around campus, outside bookstores and coffee shops, or at your next event or festival. They're great for movie releases, bands, and other timely announcements. Made with durable, anti-slip material that won't damage the ground.

### Clings & Wall Graphics

Sometimes, you need to fly under the radar to deliver a strong message. Repositionable stickers, mirror clings, and other wall graphics can be placed on and off campus in unexpected areas. We handle production, delivery, and location scouting. Great for cause marketing, bands, and movie promotions.



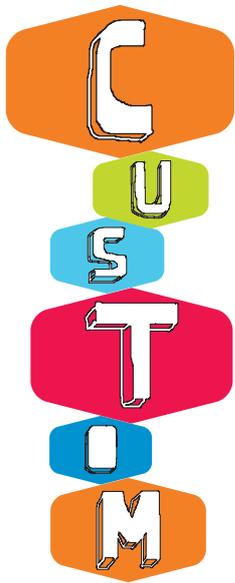
### Street Teams

We've got talent! Whether you need attractive models to hand out branded footballs at tailgating events this Fall or energetic staff to hand-distribute product samples in 50 markets on a single day, we've got you covered. Full-service planning, setup, and execution anywhere in the U.S. on and off campus. Professional and reliable staff. Fully insured.

### Wild Postings

Make an impact with wild postings and rip-away posters in major markets. Postings like this can't be done on campus property, but we can do this for you in popular off-campus areas or major city/urban markets. Perfect for movie promotions, concerts, cause marketing, and other projects where you want your media to be stolen and put up in a dorm room!





**S**ometimes, one size does not fit all. We understand that unique challenges call for unorthodox ways of thinking. We love projects where brainstorming gives life to creative solutions. We are equipped to handle custom projects, media experimentation, and good old-fashioned hard work to ensure that your project gets done on time and on budget.

### Campus Events & Tours

Need to get on campus in a big way? Looking for a university approved event with vehicle wraps, branded tents, and the whole shebang? We have valuable experience working with Student Activities departments, student groups, and faculty to build larger-scale events and tours.



### Custom Media Design & Installation

Need a good fake blood recipe for a horror movie promotion? Maybe you want to stamp your logo in the snow all over campus this winter. Maybe you have an idea for something cool and just need someone to bring it to life. We're all ears. We may even already have a blueprint for it lying around here somewhere.

### Greek Outreach

Fraternities and sororities are full of some of the most influential students on campus. Tapping into them means tapping into a social network of potential brand enthusiasts, peer influencers, and student leaders. Campus Media offers postal lists, sponsorships, door hangers, chalking, and sampling at sorority and fraternity houses nationwide.



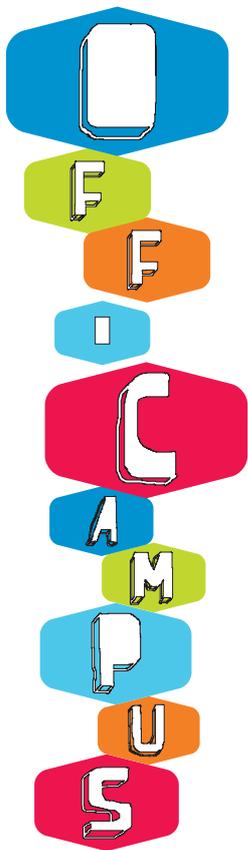
### Custom Research & Clipping

Sometimes, you just need answers! Let us put some boots on the ground at your target campuses to do a little pre-and post-campaign research, conduct surveys, or gather names for a petition. A little insight into the campus world can help you understand what works and what doesn't. Insights and options are sure to save you valuable time and money.

### Dorm Move-In & Move-Out

Have you ever wanted to get your product into the hands of students during move-in? Maybe you have a product or service that would be perfect at a time when students are packing up for the semester. Whatever your motive, we can put you on multiple campuses at once. Major campuses, full-service planning, setup, and execution.





**C**ollege marketing doesn't always have to take place on campus. College towns are buzzing with their own unique opportunities to reach young adults. Here are some examples of "other" media and marketing tactics you may not have thought of.



### Bars & Nightclubs

What does Mills Street at Arizona State have in common with State Street in Madison? Both have great campus bars. We know the hotspots for every college town and can negotiate with bar owners to get your brand tapped into the college nightlife.



### Door Hangers

Have a grand opening, special offer, or new service launching? Why not get the word out around campus by placing door hangers or flyer drops in residential areas, student housing, apartments, and more? Major market coverage available.

### Pizza Box Advertising

Tap into the delivery area of locally owned pizza shops around campus with pizza box top advertising. Put your message front and center during the next game or when students are cramming for midterms. Major market availability.



### Coffee Cup Sleeves

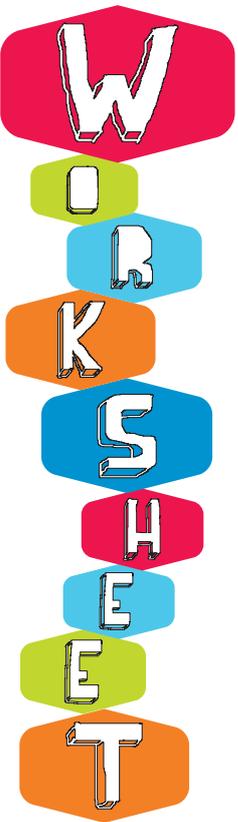
Coffee shops are a great place to reach students all hours of the day. Whether they are studying for finals or seeing their favorite acoustic act, these shops become centers of social activity. Coffee sleeve advertising is available in major markets at independent campus coffee houses. Both on & off campus. We can even arrange to have an in-store coffee event hosted by you!

### Military Outreach

A huge percentage of our young adult population currently serves in the military. Campus Media offers excellent options for reaching this unique consumer segment. We offer military base newspaper advertising, email advertising to active military personnel, direct mail, and base targeted online advertising.



Use this blank flowchart to plan your College Marketing Experience.  
We Provide the shapes, you draw the lines.



Set Goal

What action do I want college students to perform?

Student Target A

Student Target B

Not all students are the same.  
What type of student are you trying to reach?  
[i.e. Freshman & Accounting Majors?]

Geo/  
Schools

Geo/  
Schools

Geo/  
Schools

Geographic/School Targets.

Media Type A

Media Type B

Media Type C

Media Type D

What media to choose?  
Include "anchor" & support media.

Final plan parameters including flight range & budget.



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