

COLLEGE NEWSPAPERS

TARGET (COLLEGE STUDENTS, PARENTS, FACULTY & STAFF)



College newspapers, written by students for students, are the perfect platform for a solid advertising plan and an ideal vehicle to prompt the audience to take action. Whether it's an event or retail promotion, acquisition or branding program, college newspaper advertising is an extremely effective method to achieve your objectives.

Students still love the print edition of their campus paper. Our national research confirms that 93% of college students with a campus newspaper read that publication and do so often. Not only are they reading, but they are also responding. Sixty-five percent of students have taken action as a result of a college newspaper ad, and nearly a third (29%) use the newspaper to plan shopping or make product purchase decisions.

With more than 35 years of experience, **re:fuel** provides advertisers access to unmatched expertise in college newspaper placement services. In fact, **re:fuel** is the official representative for CNBAM – College Newspaper Business and Advertising Managers – the largest business-oriented college media trade organization in the country.

Source: 2011 re:fuel College Newspaper Readership Study

KEY BENEFITS

- College newspapers are an indispensable source of campus information for students.
- College publications offer a youth-targeted advertising opportunity in a medium written by and for students.

QUICK FACTS

- Target:** Undergraduate college students, graduate students, faculty, staff and parents
- Reach:** 6 million combined circulation; 1,430 papers at two and four-year colleges in the U.S., Canada and Puerto Rico
- Targeting:** Enrollment targeting, regional and specific colleges and universities, degrees conferred, campus size/setting and more

Contact your account executive or reach us at 866-360-9688 or info@refuelnow.com to **re:fuel** your next campaign.