

2016-17

Campus News

a la carte

advertising.

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Introduction to Campus News.

In February 2010, the first issue of Campus News hit about a dozen two-year colleges in the New York Metro area.

At the time, the idea seemed counterintuitive. Print media was shrinking, the pundits said, especially among the younger demographic.

And while they were right about the younger demographic abandoning the newspapers of their parents' generation, they were wrong about niche papers like Campus News, that are written by students, for students.

So, as community college journalism departments, based on the punditry, started abandoning their print papers, Campus News kept growing. It now hits 37 campuses and prints over 100,000 issues a year. It's easily the largest community college newspaper in the world!

Campus News is now a 32-page, full-color, saddle-stapled newspaper, printed using recycled paper and eco-friendly inks. The campuses embrace it. Student readers love it. Our student writers go on to prestigious four-year journalism programs and intern at top national publications.

Publisher Darren Johnson keeps the integrity of the product high while streamlining production, making it a safe and affordable place for advertisers to be.



Founded with you in mind.

For several years, founder Darren Johnson was a part-time journalism instructor and newspaper advisor at a large community college. The paper was on the verge of collapse and Johnson rallied students and worked with advertisers to keep it going.

As he was about to depart for a college upstate, he asked the advertisers – colleges in the New York Metro area – what they thought of the idea of Campus News, a paper that hits multiple two-year college campuses. They thought it was a great idea, solving a common problem they had: gaining brand recognition among the growing population of potential transfer students. How else could these students consistently hear about transfer opportunities at four-year colleges?

Thus, Campus News was born, serving three distinct purposes: It helps keep the student bodies on the campuses informed; it helps keep student journalism vibrant at the two-year college level; and it helps

students meet their goals of graduation and then transfer to institutions like yours.

Colleges spend tens, if not hundreds of thousands of dollars apiece, sending reps to transfer fairs, producing expensive direct mailings, buying e-mail lists, and buying ads in mediums that don't directly hit their target. Here is a popular media product that hits the bullseye, and, because it uses newsprint and student writers, can do so affordably, passing the savings on to advertisers.

Campus News wouldn't exist without institutions like yours, and we are very appreciative. In the pages ahead, see why our VIP Plan was specifically designed to help you.

Thank you for your support!



With the most amazing college paper route ever.

Our “secret recipe” these past seven years has been an amazing route that blitzes 37 community college campuses over three days each month. It’s a supply-chain miracle!

We hit campus cafeterias, student unions, academic buildings, performing arts centers – you name it. And we very carefully inventory our racks and changing student demographics at each campus to maintain an incredible pickup rate of 95 percent per campus.

You probably send representatives to community college campuses, for a few hours each semester. Being in Campus News is like having a representative on campus 24/7, every day of the year. And that ad will reinforce your institution in the minds of students for when your rep does visit.



Free: E-Edition Pickup.

New: Get all issues, all regions, free pickup.

College students still love print.

We were very well received at the national Future of Student Media Summit in April at Ohio University,

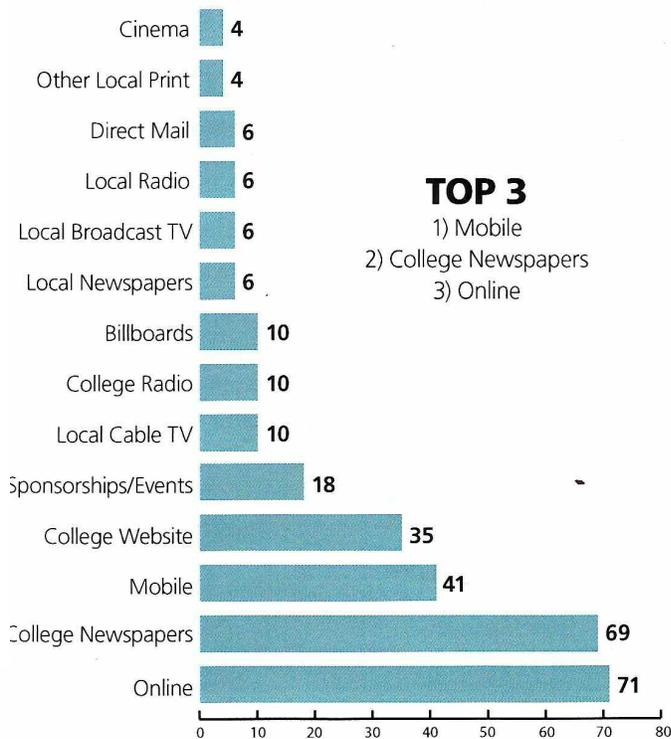
We knew that students at the 37 community colleges we serve like us, but we found the hundreds of students there deeply interested in what we're doing with our print product.

For the conference, Borrell Associates and the College Media Association commissioned an intensive study. The results: College students still love their printed newspapers and advertisers consider college newspapers crucial to their 2016-17 campaigns. The ads in print resonate!

2 Shout it out loud

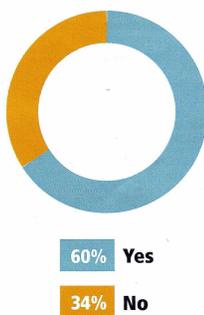
Your advertisers say you reach students better than anyone else. Make this your battle cry.

What are the three best ways to connect with and market to college students?

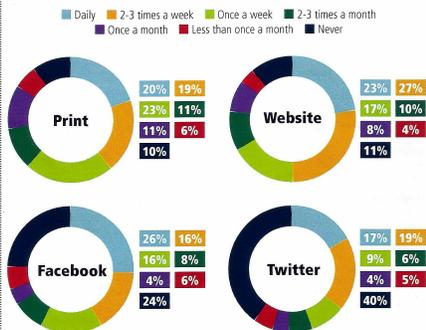


1 Your audience is bigger than you think.

Do you read your college newspaper, in print or online?



And they read more often than you think.



**THE FUTURE OF
STUDENT MEDIA SUMMIT
AT OHIO UNIVERSITY**

Print ads are a classy way to tell your story.

Great photography, exciting copy, modern design – the art of the color print ad is alive and well.

And it's a style of advertising that you can't replicate in other forms of media.

A reader will surely see your print ad. Unlike with TV and fast-forwarding and the Internet with ad-blocking, newspaper readers do at least glance at every page.

And those truly interested in your ad can spend quality time with it. They can dogear it, mark it up or cut it out and save it for later.

You can truly impress them with this type of advertising.

Quality institutions don't advertise in tacky ways – a print ad is as classy as it gets.

With Campus News, you will be in a well-printed publication exactly targeted to your audience, next to vetted news. You can't hit the target any better and more safely than this.

Another plus of this type of advertising: Your office can become a *team* again.

Print ads require inspiration and cooperation. Your writer will work with your layout artist who will work with your photographer. Your supervisor will want to look it over.

Your team will meet and bounce ideas off the wall. There will be back and forth.

This is the way advertising is *supposed* to be. Get inspired. Be sure to include this very creative medium in your 2016-17 campaign!

Our transfer students want to hear from you.

Our polling shows that our readers don't differentiate the ads from the news content. Considering the convergence of media that is unique to their generation, all content – ads and editorial – is taken simply at face value.

Thus, ads in Campus News are treated as content. You are providing advice to our readers – transfer students seeking information.

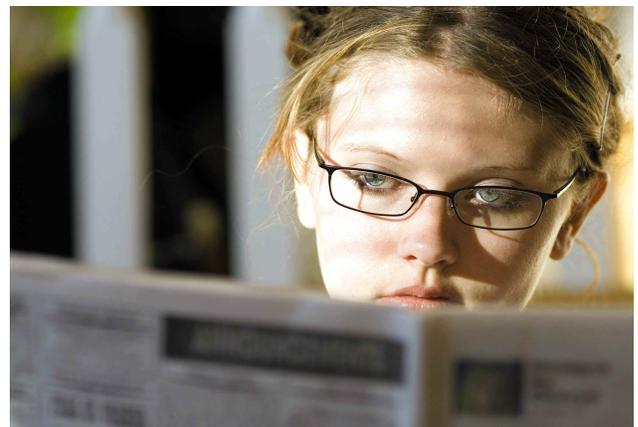
On our end – and our steady advertisers will attest to this – we will go back and forth with you on an ad, if necessary, and its place in the paper. We want you to be happy.

We will let you know if there are errors in your ad, or if we feel your ad can be more effective with a different call to action. Our advice is free and our goal is to help you succeed in your goal.

As well, because we treat ads as “content,” we do not allow certain types of ads in the paper. So your ad will only be in the same publication with similar, well-respected institutions.

Campus News is also in the transfer office waiting areas of most of the community colleges we serve, thus getting picked up by the very students seeking transfer advice.

Your advertising content is very timely, useful and appreciated.



CAMPUS NEWS

2016-17 A LA CARTE  RATE CARD

Advertise in ALL Regions Each Month. Rates:

\$1000/FPC

9.5" w x 11" h; monthly; art due by the 24th of the preceding month; 10% discount for multiple runs.

\$550/HPBW

9.5" w x 5.25" h; monthly; art due by the 24th of the preceding month; 10% discount for multiple runs.

\$775/HPC

9.5" w x 5.25" h; monthly; art due by the 24th of the preceding month; 10% discount for multiple runs.

\$475/QPC

4.67" w x 5.25" h; monthly; art due by the 24th of the preceding month; 10% discount for multiple runs.

Or Advertise in Just One Regional Issue at a Time. Rates:

\$550/FPC

9.5" w x 11" h; monthly; art due by the 24th of the preceding month; 10% discount for multiple runs.

\$375/HPC

9.5" w x 5.25" h; monthly; art due by the 24th of the preceding month; 10% discount for multiple runs.

\$275/QPC

4.67" w x 5.25" h; monthly; art due by the 24th of the preceding month; 10% discount for multiple runs.



A la carte advertisers hit 10,000 transfer-minded students each month at dozens of community college campuses in New York and nearby in New Jersey and New England.

Contact us! www.campus-news.org | ads@cccn.us | 518-879-0965