Going from print to digital

An example campaign
By Darren Johnson
Publisher, Campus News
And former higher education communicator and communications visiting professor
About Campus News

In its 11th year; award-winning; well regarded.
A popular, trusted news and entertainment venue for community college students.
Ads in trusted venues convey authenticity and perform better.
New for 2020-21

We’re now offering a unique digital opportunity for four-year colleges who want to communicate with potential transfer students from community colleges.
Your half-page color ad appears in our print edition

This hits thousands of NYC community college students via street boxes directly outside the entrances to these colleges.

(97+% pickup rate even in the COVID era.)
For the e-edition, we move your ad to the cover!

This will hit to start each month – we will boost it (at our expense) to reach your feeder community college students -- everyone will see your message, because it’s on the cover!

Also, we give you a cover story that jumps to an inside page. You can change the content each month, if you want.
So here’s what they see on Facebook

We target to specific community college students (you pick which schools) and will deliver over 10,000 impressions EACH month using our brand.

Students are much more likely to click on a trusted newspaper’s brand.
Facebook and Instagram

Side by side.

Copy will vary month to month.

Boosts to Facebook will be picked up by Instagram.
A closer look at our targeting

We have up-to-date targeting audiences. Hit community college transfer students from schools that feed your college.

Publisher Darren Johnson is an expert digital marketer, and had bought millions in advertising for SUNY schools.
What happens if they click?

They go to our site, with a run of your banner ads (18,000 additional impressions/month).

They go to our e-edition, which is a replica of our print edition (thousands of downloads/month).

But your ads there are clickable.
And then you have a story in the e-edition!

This reinforces your ad.
These can change month to month or stay the same. Add color photos!
They can be stories, advertorials or PR.
We will also run once a semester in print.
Other bonuses

Stories and press releases also go out on Google News and Apple News – your key constituents will get alerts!

Print and e-editions sent to community college transfer offices and other college offices with waiting rooms.

Free listing in our archives – forever. Even after your contract ends.

We have writers who can cover your stories!

Be associated with trusted content.
All of these things create a web of communication.

Multi-media has greater effect than single media

Consistent communication across mediums

Message will seem like it’s “everywhere”
Typical questions

What is the cost?
Only $775 to $1075/mo. with a 10X contract (plus get two more months free!).

Say I want to do MORE?
We can do an additional boost for 30% net with pre-payment. We also offer bigger ads, more editorial – you name it. See our media kit at transferads.com.

Can’t I just boost my own posts?
Sure. What we’re offering is more than a boost. It’s linking your message to our brand, and tying it into a trusted news property. It’s synergistic, and something very different.

Say I don’t want to do the print aspect?
You don’t have to, but it’s a very affordable add-on (nearly free in some packages), so we highly encourage it. Our print operation is very viable! But if you don’t want it, that’s fine.
Next Steps

See our rate card at transferads.com for more packages.

Contact Darren Johnson at ads@cccn.us or 518-879-0965 to get started.

We look forward to working with you!