

Wrap it up: Make your brand more mobile.



Why not get more mileage out of your brand?
Place your product around hundreds of campuses every day with targeted mobile marketing.

One of the most recognized firms in collegiate marketing, On Campus Promotions is expanding its capabilities to offer this unique new marketing opportunity. Every day thousands of students and faculty log miles across campus and their community. And every day, they have the opportunity to see your product along they way. With OCP's Mobile Marketing program, you can make your brand completely mobile using our innovative vehicle wrap program.

Already on campus with our network of professional, full-time campus reps, OCP is making available its On Campus Fleet for corporate image identity branding by utilizing the vehicles of our full-time campus reps. The program, which includes placing your brand on vehicles that take strategic routes in and around hundreds of college campuses, consists of the following elements:

- Program duration: 2003
- Number of vehicles: 27
- Number of campuses covered: 1,494 (2 & 4 year colleges)
- Number of total student enrollment: 9.64 million
- Total states covered: 44

With more impressions than other college media can hope to generate for a fraction of the cost (see right), the On Campus Promotions mobile marketing effort makes real sense as an integral piece of any marketing budget.

Call us today to find out how powerful this first impression can be on a first-time college consumer. For more information, contact Rob Aronson at (973) 533-9337 today!



Mobile Marketing Program Costs:

The program costs a total of \$290,000 per academic year.

That works out to ONLY \$.04 per impression (as defined as a student seeing the vehicle once during the eight-month period). That means more than 7.25 MM guaranteed impressions each academic year.

POSTERING AND SAMPLING TIE-INS AVAILABLE!

www.oncampuspromotions.com

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