



Freshmen Packages 2009

ASU
Student Media

Each Fall, more than 9,000 students begin their college years at ASU...

Here's the best way to reach them!

- ▶ **THE FRESHMAN GUIDE** is your business' first opportunity to reach incoming ASU freshmen. The informative newspaper will be mailed directly to more than 9,000 incoming students this summer.

Mail Date: June 29, 2009

Advertising and Copy Deadline: June 15, 2009

Ad Sizes and Specs

1/4 Page: \$425 (5.11 x 8")

1/2 Page: \$768 (10.36 x 8")

Full Page: \$1,440 (10.36 x 15.625")

Full Color: \$350 (additional) • Spot Color: \$140 (additional)

- ▶ **THE MOVE-IN EDITION** is The State Press' first Special Section of the school year devoted entirely to Freshmen. This hand-delivered issue provides schedules, maps and all the important stuff new college students need to know.

Delivered to their dorm room!

Publish Date: Aug 17 • **Advertising/Copy Deadline:** Aug 10

1/2 Page: \$768 • **Full Page:** \$1440

Full Color: \$350 (additional) • Spot Color: \$140 (additional)

- ▶ **THE FRESHMAN PASSPORT PAK** delivers your message into the hands of students attending Passport to ASU, a Welcome Week event introducing students to campus culture. You provide the insert, promotional piece, etc., and we'll stuff it into 6,000 bags and hand them out at the event.

All for only \$1,000!

Items Due by: Friday, July 31 • **Passport to ASU:** Scheduled for Saturday, Aug 22

Ad Packages

Sparky: Select any 2 Freshman products and take 5% off the total.

Maroon: Half Page Ad in Freshman Guide + Freshman Passport Pak Inclusion + Half Page Ad in the Move-In Edition = **\$2,283**

Gold: Full Page Ad in Freshman Guide + Freshman Passport Pak Inclusion + Full Page Ad in the Move-In Edition = **\$3,298**

10% Discount
15% Discount

**To reserve your space today, call:
602.496.2166**