

# Campus Yellow Pages

*The proven way to effectively reach 250,000  
Connecticut and Western Massachusetts college students!*

## Campus Yellow Pages...

*Publishers of official daily planners and  
school telephone directories.*

Each publication is designed exclusively for each School campus it serves. The directories and planners are the most widely consulted publication on each campus that they service.

### Daily Planners:

- Official Publication
- Given FREE to students on first day of school
- Important information provided by school
- Week at a glance on two pages
- Important Dates of school built into planner
- Handy 6"x9" format
- Yellow Pages Guide to Local Businesses
- Valuable discount coupon pages
- Arts & entertainment information
- School and safety information

### Telephone Directories:

- FREE Official Publication
- Student and/or Staff Listings
- Campus Directions and Maps
- Yellow Pages Guide to Local Businesses
- Valuable discount coupon pages
- Arts & entertainment information
- School and safety information



## Exclusive, direct access to a \$1.3 billion dollar market!

The **Campus Yellow Pages** are used by nearly a **quarter million** college students, staff, and faculty members across Connecticut and Western Massachusetts. Last year, this dynamic audience spent an estimated \$1.3 billion dollars on products and services.\*

## Small advertising investment... BIG advertising results!

Placing your ad in one or more issues of the **Campus Yellow Pages** puts you in direct, repeat contact with local spending power that continues to surge — even in a down economy!

With a growing appetite for everything from **clothing, entertainment, furniture, food and beverages, to educational supplies, healthcare, housing, personal care, auto care, banking needs,** and more, it's a market with enormous untapped potential.



**Ad rates and  
circulation details  
on other side! ➤**

\* Based on University Impact Study conducted by Clarion University covering a 7,000 campus population.

# Campus Yellow Pages *Circulation Information*

COLLEGE/UNIVERSITY/HOSPITAL	STATE	CITY	CIRCULATION	DIRECTORY	DAILY PLANNER
Albertus Magnus College	CT	New Haven	2,800	Yes	No
Central Connecticut State University	CT	New Britain	5,500	Yes	Yes
Connecticut College	CT	New London	4,000	Yes	No
Eastern Connecticut State University	CT	Willimantic	5,000	Yes	Yes
Fairfield University	CT	Fairfield	5,000	No	Yes
Hartford Hospital	CT	Hartford	5,000	Yes	No
Simmons College	MA	Boston	6,000	Yes	No
Southern Connecticut State University	CT	New Haven	5,500	Yes	No
Saint Joseph College	CT	West Hartford	3,000	Yes	Yes
Trinity College	CT	Hartford	4,200	Yes	Yes
University of Bridgeport	CT	Bridgeport	2,700	Yes	No
University of Connecticut (student)	CT	Storrs	19,000	Yes	Yes
University of Connecticut (faculty)	CT	Storrs	7,000	Yes	No
University of Connecticut Hartford Branch	CT	West Hartford	2,500	No	Yes
University of Connecticut Health Center	CT	Farmington	6,500	Yes	No
University of Connecticut Law School	CT	Hartford	2,000	No	Yes
University of Hartford	CT	West Hartford	7,000	Yes	Yes
University of New Haven	CT	New Haven	3,200	Yes	No
Wesleyan University	CT	Middletown	6,000	Yes	Yes
Western Connecticut State University	CT	Danbury	3,000	Yes	No
Western New England College	MA	Springfield	3,400	Yes	No
Yale University Student	CT	New Haven	12,500	Yes	Yes
Yale Staff	CT	New Haven	15,000	Yes	No

*Other schools and hospitals being added, please call for additional information.*

## Campus Yellow Pages

### Rate Information

*(Multi-school discounts available)*

**Campus Yellow Pages** offers a complete variety of in-print advertising treatments, plus customized inserts.

#### Print Directory Listings

*(includes free web listing)*

Line Listing (2 lines)	\$175.00
Additional Heading	\$45.00
Additional Line	\$50.00

#### Print Directory Display Ads

*(includes free line listing and free web listing)*

One-inch Ad	\$275.00
Business Card Size Ad	\$325.00
Coupon (double sided)	\$350.00
1/4 Page Ad	\$515.00
1/2 Page Ad	\$800.00
Full Page Ad	\$1,500.00

**Directory Cover Ad** — Pricing/availability on request.

**Insert** — Pricing/availability on request.

#### Directory & Planner Combination

One-inch Ad	\$325.00
Business Card Size Ad	\$425.00
Coupon (double sided)	\$395.00
1/4 Page Ad	\$800.00
1/2 Page Ad	\$1,200.00
Full Page Ad	\$2,200.00



"College students are an important part of my business. Thank you **Campus Yellow Pages** for helping me attract them."

— Kevin Carse, Owner  
Whalley Avenue Exxon

"**Campus Yellow Pages** provides a direct hit on our target market."

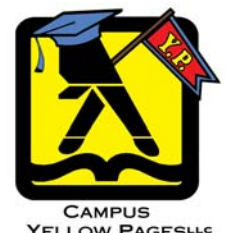
— Dave Rinaldo  
Marketing Director  
Connecticut Army National Guard

"Advertising in the **Campus Yellow Pages** is the best resource for us to reach the college market. It has increased our student business substantially."

— Noreen Cushing  
Clemens Place Apartments



[www.campusyellowpages.com](http://www.campusyellowpages.com)



**For additional information or to place your ad contact:  
Campus Yellow Pages at 860-523-9909 or 800-825-5364**