

Campus Yellow Pages

The proven way to effectively reach the college market in Connecticut!

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. 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
Central Connecticut State University	CT	New Britain	5,500	No	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 Directoy	CT	Hartford	5,000	Yes	No
Southern Connecticut State University	CT	New Haven	5,500	Yes	No
Saint Joseph College	CT	West Hartford	3,000	No	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	Yellow Pages only	Yes
University of Connecticut Hartford Branch	CT	West Hartford	2,500	No	Yes
University of Connecticut Health Center	CT	Farmington	4,000	Yes	No
University of Hartford	CT	West Hartford	4,000	Yellow Pages only	Yes
University of New Haven	CT	New Haven	3,200	No	Yes
Wesleyan University	CT	Middletown	6,000	Yes	Yes
Yale University Student Directory	CT	New Haven	12,500	Yes	No
Yale Staff and Student Planner	CT	New Haven	16,000	No	Yes

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

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Rate Information

(Multi-school discounts available)

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

Print Directory Listings

Line Listing (2 lines)	\$200.00
Additional Heading	\$45.00
Additional Line	\$50.00

Print Directory Display Ads

(includes free line listing)

Yale Staff & Student Planner

One-inch Ad	\$400.00
Business Card Size Ad	\$500.00
Coupon (double sided)	\$395.00
1/4 Page Ad	\$900.00
1/2 Page Ad	\$1,350.00
Full Page Ad	\$2,200.00

All other publications:

One-inch Ad	\$300.00
Business Card Size Ad	\$350.00
Coupon (double sided)	\$350.00
1/4 Page Ad	\$550.00
1/2 Page Ad	\$900.00
Full Page Ad	\$1,750.00

Directory Cover Ad — Pricing/availability on request.

Insert — Pricing/availability on request.



"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



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