



THE CAMPUS NETWORK

PRINT *Media*

STUDENT NEWSPAPERS *An Advertising Venue Students Trust*

The Canadian Campus Media Scene

Canadian campuses are saturated with media. Billboards, televisions, bathroom ads, posters, corporate sponsorships and more vie for the attention of students. There's too much media.

So it's no surprise that students regularly vandalize and protest what they see as an corporate invasion of their campuses.

Students want on-campus media choices they can trust. They want to read local stories that affect their lives.

The safest way to reach students on campus is through the media students trust most – student newspapers.

Student Newspapers are Influential

Student newspapers are written about students, for students, by students. They are the only source for news about student politics, school regulations and intramural sports. Student newspapers have influence.

Student newspapers have accepted national advertising since 1970. For advertisers trying to get on media-saturated campuses, speaking to students through the student press is the easiest way to legitimize a commercial message.

Print advertising is one of the most acceptable forms of advertising for the student market.* When you advertise in a media product the students trust – and in a form they find acceptable – students are more likely to accept your message.

* *Marketing/Leger*, 2004

Call Today to get on campus

The Campus Network makes it easy to get your message on campus. We represent the main student publications at campuses across Canada. Our markets include print and online publications.

Advertisers can **purchase ads of any size**, from business card-size to full-page, and accent their ads with **full-colour** and **spot-colour**. Two weeks lead time required. Print inserts priced on a **cost per thousand** basis. Call for information: (416) 922-9392.

THE CAMPUS NETWORK Not Just Access. Results.

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