January 2012

Dear Colleagues,

I am writing to make you aware of our new, official Rutgers–New Brunswick Visitor Guide. Attached for your review is information about the guide, including advertising opportunities.

The Office of University Undergraduate Admissions, in conjunction with University Relations, will design, write and distribute the Visitor Guide to prospective students, parents and visitors to the campus. The guide will have significant editorial content about the university, and is designed to be an important source of information for visitors.

The guide is a powerful, credible platform for your department’s marketing message. Campus Publishers, our partner in producing the guide, sells advertising and prints the guide on our behalf. Advertising from local New Brunswick area businesses will also be included.

We have created a special advertising discount of 20% off the rates in the attached media kit for Rutgers departments. This reduced rate also includes the creation of your ad, if needed. Please take a look at the attached media kit; a Campus Publishers representative will contact you in the coming weeks to determine your interest in advertising in the Visitor Guide, and to answer any questions you might have.

There will also be a companion website for the Visitor Guide, with additional opportunities to promote your department or organization. Make sure you ask your Campus Publishers contact about digital marketing opportunities.

Thanks for your consideration of this exciting new Rutgers–New Brunswick publication. Feel free to contact our project manager for the guide, Barbara Loftus, Manager of the Visitor Center, at loftus@ugadm.rutgers.edu or (732) 445-1861 if you have any questions.

Sincerely,

Courtney McAnuff
Vice President for Enrollment Management

Reach More Than 120,000 Students, Parents, Faculty, Staff & Visitors

FOUR-COLOR GLOSSY MAGAZINE
• Publish Date: Fall 2012
• Total Readership: 120,000

COMPANION WEBSITE
rutgers.universityvisitorsnetwork.com

BOTH INCLUDE
• Welcome Information
• Visiting the University
• About Rutgers
• Important Phone Numbers
• Missions, Goals & Values
• Academics
• Campus Highlights
• Athletics
• Buildings & Sights
• Campus Maps
• Parking Maps
• About the New Brunswick Area
• Business Listings & Index

A MUST BUY for your business!

Rutgers University is an integral part of its vibrant surrounding communities and is a major driver of spending and growth, both locally and statewide. Each year, many thousands of Rutgers students, faculty, staff, alumni, and visitors contribute substantially to the greater New Brunswick/Piscataway area economy.

The new Rutgers Visitor Guide is an invaluable and cost-effective way to reach this significant consumer market. In particular, it is your ideal opportunity to make a first impression on prospective students and their parents when they visit campus. The guide will be distributed at the Rutgers Visitor Center (with more than 60,000 visitors in 2011) and at the much-anticipated new Gateway Building in New Brunswick, among other distribution venues.

Call (800) 807-1013 or email sales@campuspublishers.com for rates and integrated marketing opportunities
Advertise in the 2012-13 Campus Visitor Guide

All advertising is good for the entire year. The Visitor Guide will be FREE to all.

DISTRIBUTED TO
• Campus Visitors
• Tour Groups
• High School Groups Visiting Campus
• On-Campus Conference, Workshop, Seminar and Event Attendees
• Advertisers

DISTRIBUTED AT
• Bookstore
• Campus Tours
• Chamber of Commerce Convention and Visitors Bureau
• On-Campus Conferences
• Open House Events
• Prospective Student Programs
• Visitor Center
• Gateway Building

Grow Your Business Through Sales to the Rutgers Community!
• The Rutgers–New Brunswick community includes more than 45,000 students, faculty, and staff.
• University students and visitors to Rutgers spend more than $500 million in New Jersey each year.
• The Rutgers Visitor Guide will be available to prospective students and parents at the Rutgers Visitor Center.
• The Rutgers Visitor Guide will be distributed for an entire year and will be saved for reference by many of its recipients.
• Market your business in the Guide and on its accompanying website to make sure you reach the entire community. Special pricing is available for integrated advertising packages!

Don’t Wait! Premium Positions Go Fast!
Call (800) 807-1013 or email sales@campuspublishers.com for rates and integrated marketing opportunities.

Rutgers, The State University of New Jersey
2012-13 Visitor Guide Rates & Media Kit
Visitor Guide Advertising Rates

Full Page Ad
$4,445 4-Color
7 3/8” x 9 3/4” • Includes 1 Bold Listing

<table>
<thead>
<tr>
<th>PREMIUM POSITION RATES</th>
<th>4-color</th>
</tr>
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<tbody>
<tr>
<td>OUTSIDE BACK COVER</td>
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<tr>
<td>Full Page</td>
<td>$12,352</td>
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<tr>
<td>Half Page</td>
<td>$10,105</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$ 6,734</td>
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<tr>
<td>INSIDE BACK COVER or INSIDE FRONT COVER</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$11,228</td>
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<tr>
<td>Half Page</td>
<td>$ 6,172</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$ 4,492</td>
</tr>
</tbody>
</table>

SPREAD POSITION (TWO FULL PAGES)
$10,105 4-color

Half Page Ad
$3,333 4-Color
7 3/8” x 4 3/4” • Includes 1 Bold Listing

Rates cover the entire Academic Year

All Display Ads include One Bold Listing.

Bold Listing Only: $275 for the year.
Additional Bold Listing: $250
Extra line (fax, e-mail, website, etc.): $95

Bold Listing in Red $295

1 All rates are net, and include ad creation if required. Restrictions may apply. 2 Flexible billing available.

Call to advertise 1.800.807.1013 or email sales@campuspublishers.com
http://rutgers.universityvisitorsnetwork.com

2012-13 VISITOR GUIDE RATES & MEDIA KIT
Visitor Guide Advertising Rates

1/4 Page Vertical
$1,667 4-Color
3 1/2” x 4 3/4”
Includes 1 Bold Listing

1/5 Page
$1,330 4-Color
3 1/2” x 3 5/8”
Includes 1 Bold Listing

1/8 Page
$884 4-Color
3 1/2” x 2”
Includes 1 Bold Listing

1/4 Page Horizontal
$1,667 4-Color
7 3/8” x 2 1/4”
Includes 1 Bold Listing

1 All rates are net, and include ad creation if required. Restrictions may apply.

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http://rutgers.universityvisitorsnetwork.com

2012-13 VISITOR GUIDE RATES & MEDIA KIT
## Online Visitor Guide Rates

### Leaderboard
- 728 x 90 pixels
- 1 page: $40
- 2 pages: $75
- 4 pages: $140
- 8 pages: $260

### Big Box
- 300 x 250 pixels
- 1 page: $25
- 2 pages: $46
- 4 pages: $84
- 8 pages: $152

### Tile
- 120 x 90 pixels
- 1 page: $15
- 2 pages: $28
- 4 pages: $52
- 8 pages: $96

### Sky-scraper
- 160 x 600 pixels
- 1 page: $25
- 2 pages: $46
- 4 pages: $84
- 8 pages: $152

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**Ask Your Sales Rep for More Details!**

All Online Ads include a [hyperlink](#) to your website.

Online ads may appear on the Visitor Guide home page and select subpages.

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*All rates are net, and only available to print advertisers. Ad creation included if necessary (restrictions may apply).*

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Call to advertise 1.800.807.1013 or email [sales@campuspublishers.com](mailto:sales@campuspublishers.com)

[http://rutgers.universityvisitorsnetwork.com](http://rutgers.universityvisitorsnetwork.com)

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*2012-13 VISITOR GUIDE RATES & MEDIA KIT*