



# 2011-2012 CAMPUS PSA PROGRAM

## COLLEGE NEWSPAPER PSA PROGRAM

Each academic year, we will assist one organization in reaching the youth market with a PSA message. Campus Media chooses this organization or cause based on the organizations' need to create awareness and its relevance to the college demographic.

## SERVICES PROVIDED

Campus Media Group looks at each organization's needs individually and will work with them to create a media plan to parallel ongoing advertising efforts. Services will take the form of pro bono advertising placement in college newspapers for one academic year.

## REQUIREMENTS

Campus Media will provide its media services free of charge during the 2011-2012 academic school year (Fall and Spring). Your organization must meet all of the following requirements to be considered for this college newspaper PSA opportunity.

- 1.) You must have a cause that is relevant to the college demographic. No messages commercial or political in nature will be considered.
- 2.) All ad creative requires prior approval from Campus Media and any participating publications involved in your campaign.
- 3.) Applications must be from non-profit organizations only.
- 4.) Commercial logos are not permitted.
- 5.) All ads must be 200 dpi or greater, black and white, and saved as a PDF. 300x250, 728x90 and 468x60 ads are also accepted and distributed to publications willing to provide free online placement. Ad sizes for the display space will be provided to you at a later date.
- 6.) Campus Media will share with the public our involvement with your PSA. We may use this campaign in press releases, promotional materials, and case studies.
- 7.) If you are currently working with an agency, please tell us who it is you are working with.

# APPLICATION

Complete the following form and submit by mail, fax or email no later than August 30, 2011. Please provide a copy or preliminary idea of your PSA advertisement to assist in our review.

Fax to 952-854-3104 or email to: [jason@campusmediagroup.com](mailto:jason@campusmediagroup.com)

Organization Name \_\_\_\_\_

Affiliations \_\_\_\_\_

Contact / Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Fax \_\_\_\_\_ URL \_\_\_\_\_

Mailing address \_\_\_\_\_

\_\_\_\_\_

Describe your organization's cause. (attach page if needed):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Is there specific geographical targeting we could do to better reach students with this message?

\_\_\_\_\_  
\_\_\_\_\_

What types of exposure can you provide Campus Media Group if we align ourselves with your cause?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_