The Company Group Deutsche Hochschulwerbung:

First provider of Advertising at Universities in Germany

National Presence at more than

100 universities

> 3.500

advertising media

> 47.000 promotions in over 19 years



















Find out more about our service portfolio: www.hochschulwerbung.de

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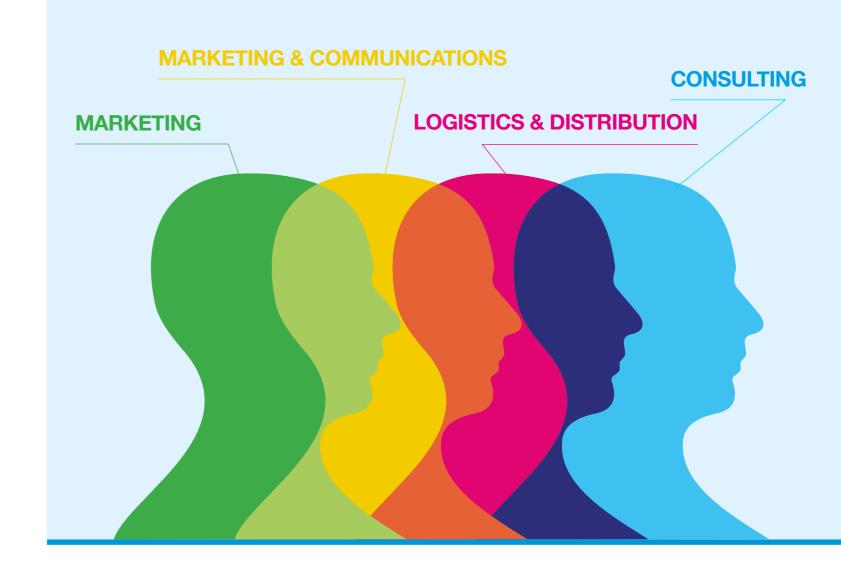
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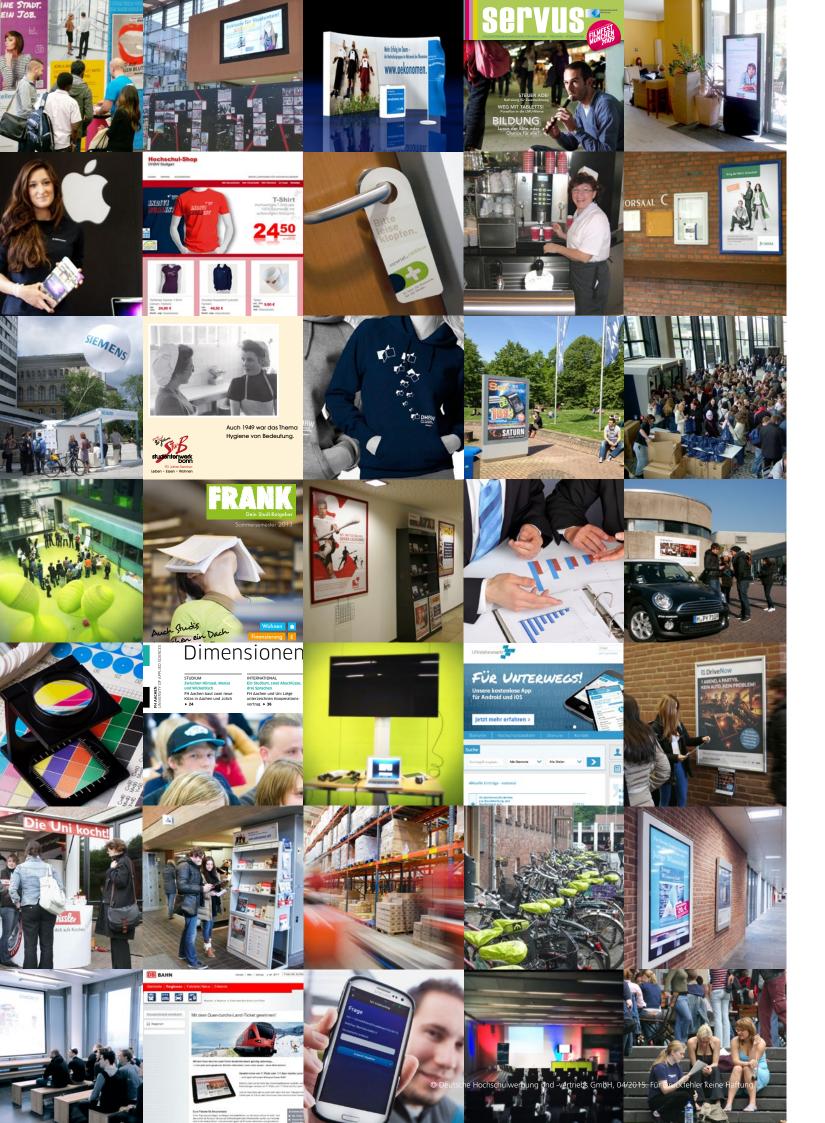
Web: www.hochschulwerbung.de





Full-service-support

for universities and student unions



Solutions for every scenario

We offer advice and support for:

- The acquisition of suitable sponsoring partners
- Developing fundraising concepts
- The establishment of merchandising at your university
- The development of promotional marketing solutions for universities or student unions
- The marketing of sub-sections and projects, e.g. Children's University Days
- Creative services: print and online

In more than 17 years as marketing partner of universities and student unions we have gained the trust and satisfaction of our contractual partners.

Effective marketing concepts

Deutsche Hochschulwerbung offers a holistic marketing concept that is tailored to your university or your student union. From the first inspection of your facility and a detailed consultation up to our innovative marketing approach, your institution is the center-point of our endeavors.

Our marketing concept includes the following service aspects as standard:

- Poster advertising in clip-on frames
- Fixed display systems
- Campus Digital Screens (CDS)
- Advertising on pillars
- Marketing for your print publications
- Online job boards
- Backlit trend lights

- City Light Posters (CLP)
- Marketing for your websites
- Authorizations for promotion and sales activities
- Authorizations for special forms of advertising (such as: fabric banners, tray advertising etc.)
- All other forms of special advertising

All services of Deutsche Hochschulwerbung are module-based and can also be booked as single service elements.

When we say full service we mean full service

We are happy to jointly develop appropriate communication concepts for you, develop the key aspects of your brand building or take care of designing and/or producing your advertising media. In the course of a personal conversation, we evaluate potentials and value adding approaches. You will see: it's worth it.

Advertising agency and co.

We will be happy to convince you of our comprehensive creative services and production performances and will be pleased to create brochures and documents for your every-day communication. Also in regard to merchandising: you are exactly right with us.

- Corporate design
- Postings

Online shops

Brochures

- Advertising material
- Production

Logistics and Distribution

With us you are in good hands. Our own logistic center ensures flawless execution and distribution in the scope of joint projects. You can rely on us!

Holistic Service Approach for Universities and Student Unions

(Extract from our Performance Portfolio)

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	Conception	Creative services	Online service	Miscellaneous services	Production	Purchasing	Marketing	Distribution/logistics
Print publications	• Structure/set up	• Layout	Implementation as	-	Type setting and	Print services	Advertising sales	Distribution at
(annesses) magazine, carreeri pian,	Corporate designEditorial design	Illustration	online application		final artwork • Print monitoring		Sponsoring/branding	display points • Dispatch
Corporate communications	Corporate design	• Layout	-	Creation of digital templates (RDF, RRT)	Type setting and final artwork	Print services	-	-
(Equipment with business papers, presentations, postings/posters etc.)		Illustration		templates (PDF, PPT, Word)	Print monitoring			
	Product rangeSales channels	Layout Illustration	Implementation online shop	Advertising of offerOperation of online shop	 Type setting and final artwork Refinement of promotion material/branding Programming 	Promotion Material	• Sales	WarehouseDispatch
Online job boards	Structure/set up	Web design	Implementation as	_	Programming	_	Advertising sales	_
with App (iOS/Android)	Structure/Set up	vveb design	online application		riogramming		• Sponsoring/branding	
Events	• Planning	• Design of	_	Organization/	Production of	Catering	Acquisition of	_
(first-year events, informational events, children's university-days, etc.)		information material		Realization	information media		advertisers/sponsors	
Freshman Bag	_	• Layout	-	_	Type setting and final articipals	• Purchasing of	• Acquisition of	Distribution at events
					final artwork • Print monitoring	bags/packages	advertisers/sponsors	
Seminars & training opportunities	Communication channels	Design of information material	Implementation of offers in an online shop	-	Production of information mediaProgramming	-	Sale through online shop	-
Fixed installations of advertising media	Selection of Placement	Visualization of Placement	-	Care/maintenanceCleaning	-	Advertising media	Acquisition of advertisers	Equipping advertising media with promotional material
(poster frames, CLP, display systems, Campus Digital Screen (CDS), bicycle racks, etc.)								
Mobile displays/	_	• Design of	-	Realization of	Print monitoring	Print Services	Acquisition of	• Equipping
special advertising formats (promotion, tray advertising, coffee-to-go cups, banners, etc.)		information materialDesigning of promotional equipment		Promotions • Placement of advertising banners			advertisers	
Students apps	Structure/set up	Designing the application	_	Placement of banners	Programming	_	Acquisition of	_
(canteen app, study app, job exchange)							advertisers	
5	communication concept for addressing students	Design of information material	Creation of an information platform	Advertisements within the target group	Production of information media	Print ServicesPromotional Material	-	Distribution of information/
(target group marketing "students")	J		P		 Programming 	- Homotional Material		advertising materials
Fundraising/Sponsoring	Communication concept	Design of information material	Creation of an information platform	-	Production of information mediaProgramming	-	Acquisition/mediation	-
	• Communication concept • Structure	• Layout	Implementation as online application	-	Programming	-	 Acquisition of providers/services 	-

CONSULTING

A one-stop-service, flexible and customized to your requirements.