



Advertising at Universities
Media data





Advertising at Universities?

Today a matter of course, but till the mid-1990s a taboo. We are among the pioneers in the field of marketing advertising opportunities at universities and student unions. Beginning as a student start-up in the premises of an old paper mill in Siegerland, the company is now one of the market leaders in University Advertising. Meanwhile we col-

laborate nationwide with (excellence) universities and student unions and are expanding our media network even further. With our nationwide site offices and an active local presence, we set the highest quality standards in the implementation of promotional activities - locally, regionally, nationally and internationally.

UNIVERSITÄT
HAUPTGEBÄUDE



TARGET GROUP

Distribution

2.8 mio

Students are registered at German Universities

> 507 000

Freshmen started their studies in the academic year 2016/2017

> 340 000

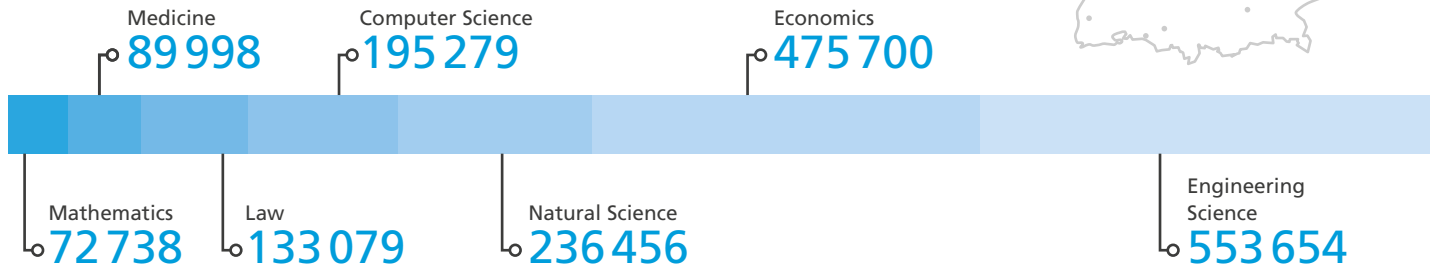
are Foreigners

> 644 000

have an immigrant background



Study Courses



Demographics

> 1.4 mio

Males



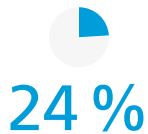
> 1.3 mio

Females

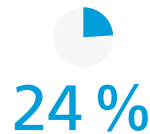


24.7

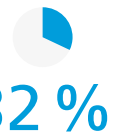
Years is the average age



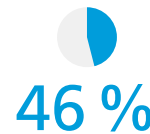
are Innovators



are interested in self-dependence



are Trend-Setters



are single



no longer live with their parents

Source:

• Stat. Bundesamt (WS and SS 2015/2016) • Social Survey 21 (2016) • Global University Entrepreneurial Spirit Students' Survey (GUESSS) 2013/14 • Jöckel, S. & Hesser, N. (2010) Trendsetter, Innovators, Student Budget

Location/University/Faculty

266

Locations

- Aachen
- Augsburg
- Bayreuth
- Berlin
- Bielefeld
- Freiburg
- Furtwangen
- Gießen
- Göttingen
- Hamburg
- Konstanz
- Leipzig
- Mannheim
- München
- Münster

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Universities

- RWTH Aachen
- FH Aachen
- Universität Augsburg
- Universität Bayreuth
- Freie Universität Berlin
- Humboldt-Universität zu Berlin
- Technische Universität Berlin

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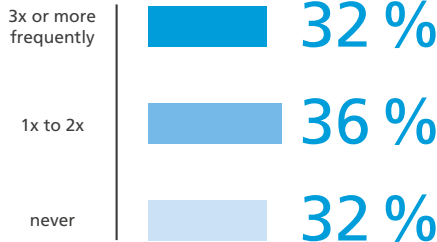
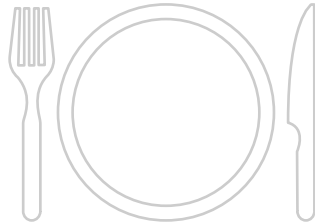
Faculties

- Naturwissenschaften
- Mathematik
- Medizin
- Biologie
- Chemie
- Pharmazie
- Physik
- Ingenieurwissenschaften

Canteen

960

Canteens and Cafeterias



68 %

Eat in the cafeteria each week

Time

>367 h

Are spent on the campus per Semester by each Student



15,3 h

Spent each week by Students sitting through courses

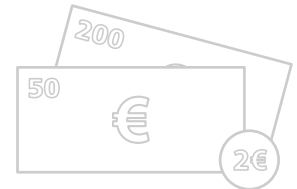
17,5 h

Working Week, self-study and self-directed study activities

Finances

918€

is the monthly amount available to each student



>2.57 bn€

is the total monthly amount available to the total number of students

>30.84 bn€

is the annual amount at their disposal

Source:

• Stat. Bundesamt (WS and SS 2015/2016) • Social Survey 21 (2016) • Global University Entrepreneurial Spirit Students' Survey (GUESSS) 2013/14 • Jöckel, S. & Hesser, N. (2010) Trendsetter, Innovators, Student Budget

ADVERTISING OPPORTUNITIES



POSTER

Poster Frames, approved Bulletins, City-Light-Poster, Illuminated Advertising Column

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DISPLAY

cit campus-info-tower, Approved Display, Table Display Material

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MOBILE/ONLINE

UNistellenmarkt, Roq.ad, Mensa-App, Facebook ... and much more

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DIGITAL SIGNAGE

Campus-Digital-Screen, CampusTV, Videowall

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PROMOTION

Stand promotion, Kicker-Set, Hand-to-Hand Distribution, Recruiting- / Product Lounge, Coffee Cars, Ice Cream Cart

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MARKET RESEARCH

Unternehmens-Barometer ©, Surveys

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RECRUITMENT

HR-Jam, IT-Job-Shuttle, Hackathon, Developer Camp Quiz Duell, Escape Game, ... and much more

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MATCHING BOX

Matching, Job Placement, Academy, Assessment

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PUBLICATIONS

University Publications,
Target Group Magazines

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MAILINGS

Student Council Mailings,
Professor Mailings

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SPECIAL ADVERTISING FORMATS

Coffee-to-go-Mugs, Door
Tags, Campus Bags, Cups
... and much more

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SPECIALS

Studi-Schecks, Ü-TÜ

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Poster advertising – the Eye Catcher on Campus

Your Benefits:

- Advertising for your product or your business in high-traffic areas or in the faculty of your choice
- Exclusive placement and direct access to the target group
- Flexible booking options nationwide, according to Nielsen areas or university locations

Our Services:

- Regular placement and maintenance of the advertising medium (at least weekly)
- Success monitoring by photo-documentation
- Optional: creation and printing of your advertising material

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POSTER FRAMES

The eye-catcher in the faculties and canteens

- High quality poster frames made of anodized aluminum with anti-glare screen protector
- DIN A2, A1 or A0 available
- Long-term protection against re-adhesion or demolition
- Optional: Dispenser / Basket for flyer display at the frame

Price: from 80 € / 14 days



APPROVED BULLETINS

Your bulletin - always in the view of students

- Approved notices on designated info boards and bulletin boards
- Targeted advertising directly in the faculty of your choice
- Format: DIN A2, A3 or A4

Price: from 40 € / 14 days

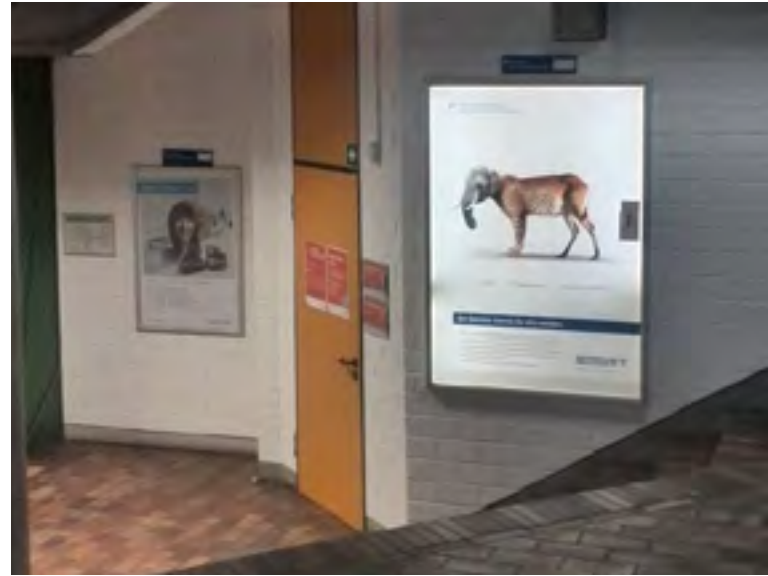


CITY-LIGHT-POSTER

Irradiant and eye-catching presentation of your advertising

- High-quality presentation for high level attention
- Free-standing and also available as wall frames
- Promotional poster permanently protected behind glass
- Optional: Dispenser / Basket for flyer display at the frame

Price: from 315 € / 14 days



ILLUMINATED COLUMNS

The luminous signpost on campus

- Eye-catching through lighting
- Stand-alone placement in selected and highly frequented areas
- Promotional poster permanently shielded by protective foils
- Optional: Dispenser / Basket for flyer display at the frame

Price: from 80 € / 14 days





The best spot for information in a handy pocket format.

Your benefits:

- Advertising for your product or your business in high-traffic areas or in the faculty of your choice
- Assured presence through regular monitoring
- Exclusive placement and access to the target group
- Flexible booking options nationwide, according to Nielsen areas or university locations

Our services:

- Regular placement and maintenance of the advertising medium (at least weekly)
- Success monitoring by photo-documentation
- Optional: creation and printing of your advertising material

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CIT CAMPUS-INFO-TOWER

The Information Point for your advertising material up to DIN A4

- Stand-alone in high-traffic areas such as stairways, in front of lecture halls or cafeterias
- High degree of recognition as a central information point
- DIN A6 (Postcard) to A4 possible
- Optional: headlines, banner and DIN A2 poster advertising

Price: from 40 € / 14 days



APPROVED DISPLAY / TABLE DISPLAY

Your information material exactly where it belongs

- Exclusive placement in high-traffic areas
- Regular placement and maintenance of approved displays at least once a week

Price: from 40 €





Netted: Leave a lasting impression through online and mobile advertising.

Your benefits:

- Innovative advertising for your product or your business in apps, on websites or as a cross-device-campaign on all devices of students
- Alertness through first class placement of web banners, editorial content or mailings
- Presence on and off campus - around the clock
- Targeted search in the UNIstellenmarkt for young talents straight from university

Our services:

- Choice and selection of the target group for your campaign according to relevant criteria (e.g. demographics, universities, interests)
- Banner advertising in all popular formats (e.g. Skyscraper, rectangles, top or bottom banner, static, animated or video)
- Newsletters, mailings or editorial content such as study profiles, text links and advertorials possible
- Targeted individual measures as well as cross-media campaigns individually and precisely implemented

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MENSA-APP

Wherever you go: the app for small and large appetites

- 74% of students go to the student union every week
- Present your company or product with banner advertising on the student union's menu
- Targeted addressing of your target group straight into the thick of student life

Price: from 45 € / CPT



STUDENT PORTALS, OFFICIAL UNIVERSITY WEBSITES AND STUDENT UNIONS

Reach students on the World Wide Web

- Numerous advertising opportunities on university web pages, on student pages, on student internet portals or job markets
- Newsletters, mailings or editorial content such as course profiles, text links and advertorials possible

Price: on request



UNISTELLENMARKT

The Job Portal online and mobile

- 30 local job boards on one platform
- Well placed employment ad or banner ads on all end devices - through responsive web design

Price:

Job posting: from 42 €

Banner advertising: from 30 € / CPT



FACEBOOK CAMPAIGNS

"Thumbs up" for a greater range and more fans in the world's most popular social network

- Place the planning, realization and evaluation of your campaigns in professional hands
- Always keep an eye on the target group: through our precise monitoring and reporting
- Optional: creation of articles and according photo material

Price: on request



LANDING PAGE

Your business card on the Internet

- Present your company or product on a targeted landing page on the web
- The ideal medium for raffles, product presentations, recruiting or surveys
- A one-stop-service: research, design, programming, hosting and reporting – everything from a single source

Price: from 2.999 €

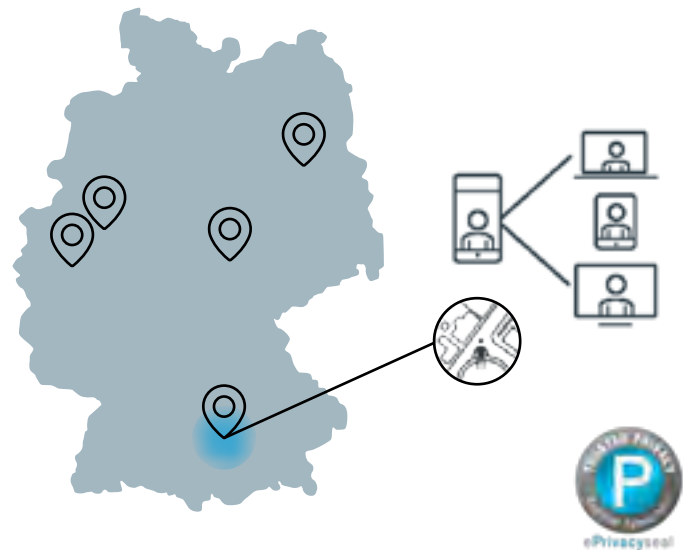


ROQ.AD

Engage people, not Devices

- Reach your target group with your online advertising at the right time and on the right device
- Precisely determine your target group through more than 4,000 attributes, such as: demographics, geography, or users' surfing behavior and consequently minimize spreading losses of your campaign
- Also integrate devices of other household members within the target group into the advertising campaign
- Full transparency: it's you who determines how often your ad is presented on the various devices

Price: on request







Infotainment – the next generation of University Advertising

Your benefits:

- Digital infotainment network in high-traffic areas or in the faculty of your choice
- Great visual presence through graphics, commercials and animations in HD quality
- Infinitely exchangeable content at any point of time
- High level student acceptance through attractive content

Our services:

- Fast replacement of the advertising content by connectivity to the Internet
- Exact per second charging of your ad
- Optional: creation of your digital signage display

Price: from 189 € / month

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Make your brand come to life with promotions on Campus

Your benefits:

- Sustainable, close-to-target positioning of your product or your company
- Personal approach on campus with direct response of the target group
- Central contact person ensures minimal administrative expenditure

Our services:

- Taking charge of the approval processes with the university administrations
- Regulation and control of the promotional campaign on location
- Transparent reporting through photo-documentation
- Optional: Diverse accompanying advertising and PR campaigns possible
- Optional: provision of trained promoters for your campaign

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STAND PROMOTION & HAND-TO-HAND DISTRIBUTION

It's Showtime! Get in touch with the students

- Targeted and personal approach of students
- Direct feedback and individual advisory service on location
- Optional: Sales can be concluded on site

Price: from 150 € / day



RECRUITING-/PRODUCT LOUNGE

Inspire students on campus with your product or your company

- Impressive presentation of your products or targeted approach to job candidates on campus
- Consultation and direct response of potential customers or candidates
- High attraction and increased visitor numbers by added values (giveaways, product samples, competitions, etc.)
- Target group specific approach available in high-traffic areas or directly in the faculty

Price: on request



COFFEE CARS

The Elixir of Life at the campus in your Look & Feel

- Delicious hot drinks, such as: coffee or tea, directly on the campus
- Various branding opportunities right on the real Italian Piaggio Ape tricycle
- Optional: Branded coffee-to-go cups and accompanying advertising measures by trained promotion staff

Price: from 2.500 € / per location



ICE CREAM CART

"Cool" advertising campaign on hot days

- Welcome refreshment on the campus, students absorb their brain-teasing work in a hot tempered atmosphere
- Numerous branding opportunities
- Optional: branded sundaes and accompanying promotional activities effected by trained promoters

Price: from 2.500 € / per location



KICKER-SET

Target Group Advertising with that extra "kick" directly in the faculty

- High value kicker made of cardboard with your branding
- Emotional and long presence in the student body of your choice
- Unobtrusive advertising with added value for the students

Price: from 1.500 € / per student council





Get to know your audience with market research on campus

Your benefits:

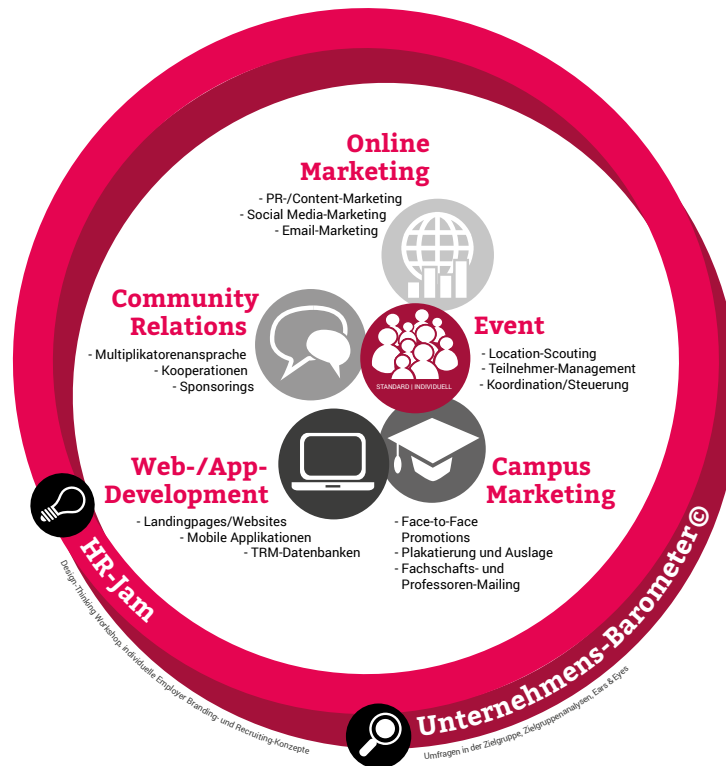
- Creating an empirical basis for the positioning your product, your company or qualitative evaluation of advertisements, posters, flyers, brochures and online advertising directly within the target group
- Freedom in the design of the survey instrument for a business-related and individual alignment

Our services:

- Personalization of Unternehmens-Barometer© of surveys
- Conduct of interviews by trained promoters
- Professional evaluation and summary of the Results

Price: on request

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Recrutainment – find and inspire matching talents

Your Benefits:

- The right talents and study fields all at one event
- Eye-to-eye Discussion facilitate personal meetings
- Each event format can individually be customized

Our Services:

- Concept, approach of candidates and organization - all from one hand

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HR-JAM

Get an Individual Recruitment Concept with "Design Thinkin"

- Gain an innovative recruitment solution within an interdisciplinary team
- Exploit the recruitment potential of the employees
- Perfect impetus for recruitment strategies

Price: from 3.500 €



ESCAPE GAME

Crack the Code: Exit game for IT Talents

- Experience IT talents in action and on equal footing
- Target group specific tasks allow direct insights into the candidates' working methods
- Can be implemented for individual companies or affiliating partners
- Winner of the "HR Excellence Award 2016" in the Category "Corporations Career / Recruiting Event"

Price: on request



Cross Golf

Unconventional game of golf outside the golf course

Price: from 5.500 €



Quiz Duell

Game app with exciting multiple-choice quiz questions

Preis: on request



Hackathon

24h programming event on current topics

Price: from 2.900 €



IT-Job-Shuttle

Job discovery tour to the local digital economy

Price: from 2.500 €



Developer Camp

Open conference with self-determined agenda

Price: from 3.500 €



Scrum Cooking

Networking during a "process-optimized Barbecue"

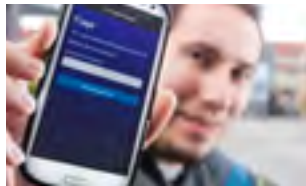
Price: from 19.000 €



QR-Code Rallye

Knowledge test as inventive QR code scavenger hunt

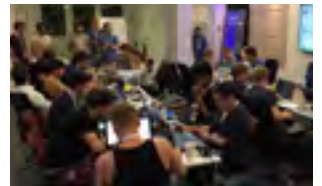
Price: from 9.500 €



Developer Akademie

Lean UX Design Bootcamp with innovation caches

Price: from 3.500 €





Increase Candidate Matching - Personality is the best Application

Your benefits:

- High Candidate Matching by scientific analysis
- Time savings through real-time matching
- Low risk by pay-per-lead
- Further training offers by Academy

Our services:

- Scientific Self-Assessment through on-line analysis
- Intelligent matching method
- Training opportunities for candidates and employees

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MATCHING & JOB PLACEMENT

Candidate Proposals based on a Scientific Personality Analysis

- Personality analysis of candidates
- Cultural fit-test for high fit
- Activation of detailed candidate profiles in real time

Price: from 250 €



ACADEMY & ASSESSMENT

Identify potentials and transform them into strengths: sharpen profiles through the Academy and enhance individual skillsets

- Training opportunities for candidates and staff
- Applicant trainings
- Business Coaching
- Assessment Centre

Price: on request





Your advertising in lecture notes, in university publications, student magazines and in the Campus Karriere Guide.

Your benefits:

- Pinpointed advertising in the target group of students
- Your advertisement will be placed adjacent to relevant themes
- Create added values by featuring advertising in lecture notes

Our services:

- Advice on choosing the correct format for your advertisement
- Targeted advertising in the faculty of your choice possible
- Co-ordination, execution and reporting of specimen copies
- Optional: Creation of your advert

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UNIVERSITY PUBLICATIONS & TARGET GROUP MAGAZINES

Score winning points with an ad in the publications of the university, the student union, the student faculty or in student magazines

- Minimize spreading losses by faculty-specific publications
- Topics relevant to the target group
- High circulation with a distinct target group appeal
- Lecture scripts: Advertising media where the content is generated by the user

Price: on request





Student Councils and Professor Dispatches – Your Access to the Students.

Your benefits:

- Reach students in the student council and the faculty
- Maximum success despite low quantities
- Create added value through useful giveaways
- Low costs and flexible selection of target colleges

Our services:

- Targeted mailings of information material to student councils and secretariats
- Optional: success control by photo-documentation
- Optional: design and printing of your advertising material

Price: from 85 € / per Location

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JAHRE

amazonstudent

1 Jahr kostenlose
Lieferung am
nächsten Tag mit
Amazon Prime.

Exklusiv für
Studenten



amazon.de/student





Unusual, creative campaigns leave a lasting impression on the campus.

Your benefits:

- Advertising on campus for your product or your business with high recognition value
- Campaign created flexibly and customized specifically according to the university

Our services:

- Organization, production and implementation - all from one hand

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COFFEE-TO-GO MUG

Advertising To Go

- Linking advertising with added value for the students
- Performance-oriented imprints such as QR codes possible
- Long retention time of the mugs with the students

Minimum order: from 10.000

Price: from 1.300 €



TENSIONED BANNER

Advertising on the campus in XXL format

- High visibility on campus
- Large scale presentation of your product and your company
- Durable advertising material for multiple use

Price: from 1.400 € / 14 days



ENERGY DRINKS

Take your advertising campaign to full speed

- High visibility on campus with a trendy lifestyle product representing your specific look & feel
- Easy handling (deposit-free)
- Full Service: planning, implementation and logistics - as "one-stop-service"

Circulation: from 50.000

Price: from 27.500 €



BICYCLE SADDLE PADS

Everything's in the bag thanks to advertising on bicycle saddle pads

- Your advertisement placed prominently on campus
- Direct added value: rain protection for the next drive
- Everything from one source: planning, implementation and logistics
- Optional: Design and printing of bike saddle pads

Price: on request





Create added values on campus with our Specials

Your benefits:

- High visibility by large print run and regular advertising activities
- Sustainable attention in the target group by creating added values
- No scattering loss thanks to targeted hand-to-hand distribution

Our services:

- Personal approach on campus with direct response of the target group
- Organization and management - all from one hand
- Optional: create your promotional material and brandings

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STUDI-SHECKS

The new currency on campus - Coupon booklets for real added value

- Handy format
- High Edition
- Real added value increases attractiveness in the target group
- Application online and through posters

Regional:

- Circulation: from 2.500 pieces
- Price: from 750 €

National:

- Circulation: 300.000 pieces
- Price: from 26.500 €



Ü-TÜ

The goodie bag on campus - Your product directly handed over to your target group

- Hand-to-hand distribution
- High Edition
- distribution three times a year
(Start: summer and winter semester, Christmas)

Regional:

- Circulation: from 1.000 pieces
- Price: from 150 €

National:

- Circulation: 150.000 pieces
- Price: from 15.000 €



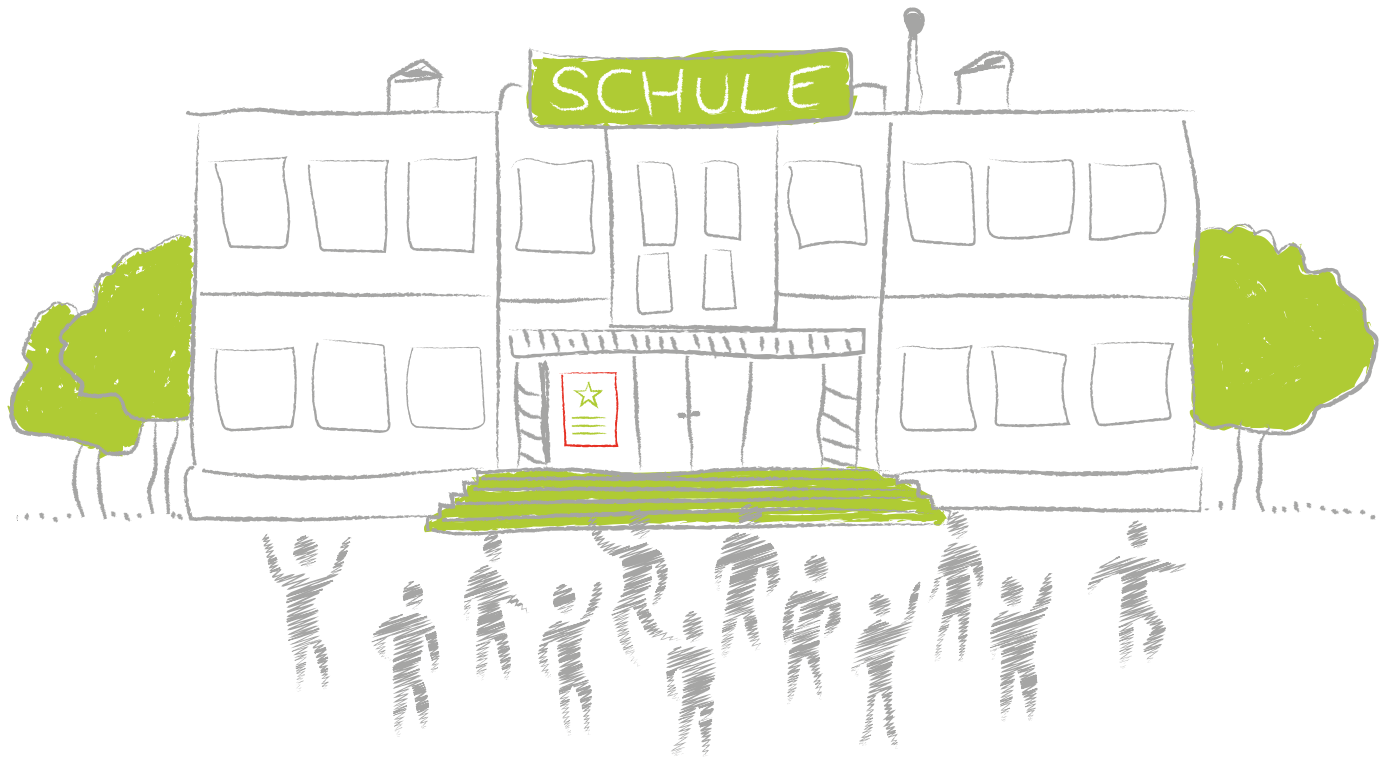


Get close to your target group

Holistic promotional campaigns, which exactly meet the needs of your target group, right from the start.

Literally proceed towards your goal.

www.trendkost-promo.de



New Impulses for your Student Marketing

Apart from the talents at the universities, students are deemed to be of greatest interest for many companies.

Gain nationwide entrée into German schools with us!

www.deutsche-schuelerwerbung.de

AFFILIATED PARTNERS



Student advertisement directly in the school, at leisure time or in the moment of vocational orientation



Professional success through personality



Recruitment:
It's a game changer!



The magazine for young researchers



The specialist in the field of university marketing in Poland



The creative workshop for your marketing



Accurate promotion of your brands and products



Engage people, not devices

CO-OPERATING PARTNERS



The booking platform for all types of advertising media



The specialist for marketing advertising space in online media of all kinds



The consulting company for social media technologies



The below-the-line agency for the young target group



The provider of the Infotainment Channel: "CampusTV"

REFERENCES

Excerpt from our Reference List



Contact

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