



NewAge MARKETING



- **THE MARKET-NAM Integrated Youth**
- NAM - COLLEGIATE PROMOTIONS/KID CLUB MARKETING - Reaching Youth Markets w/ Engaging – Dynamic - Targeted Media and Advertising. Revolutionary - Novel - Exclusive & Proprietary collateral, products & services that create a Buzz - Call To Action – Brand Education - Targeted & General Awareness to the \$400+ Billion Youth Markets where students work, live & play... NAM provides College, High School, Elementary Schools advertising through On Campus/ In-School Channels, Creative OOH, Print, Location Media, Event Marketing, Cause – Brand Immersion, Experiential, Parent Marketing, Solutions Planning, Intercept Programs, Sampling & Promotions, Direct Marketing, Targeted Multicultural, Mobile, Eye-Level Advertising, etc...To over 77 Million College, Teens, Tweens & Young Adults monthly/nationally. The NAM Network of advertising spaces includes Colleges & Universities, Bars, Movie Cinemas, Destinations, and just about anywhere a college student interacts. When \$0 Wasted Ad Dollars really means something along with personal attention, then NAM is the logical approach. Our Knowledge, Proprietary Networks, Exclusive Client Programs, Methodology, Service and the way we do business is what sets us apart. Established: 1997

- **College Students: An Influential Consumer**
- Today's college student represents a lucrative target audience. They are exercising new-found independence in their brand and product decisions for the first time that will last a lifetime
- College Students Representing \$250+ Billion in Annual Buying Power – 20% of which is estimated to be discretionary power
- \$16,000 Per Student On Average
- 86% Percent Of Students have a Credit Card
- 91% Have a Checking Account
- 64% Have a Savings Account
- 94% Own A PC/ 79% Own a Vehicle / 92% Own a Cell Phone
- 91 % Eat Out at Least 1 X Per Week
- 18.5 Hours Per Week is Spent Online
- 65% Of Total Spending Online: Travel – Technology & Clothing
- \$70 Million Annually is Spent on Movie Tickets
- 41% Receive Money From Home
- 75% Work Part-Time Jobs
- 91% Work a Summer Job
- **The Market - At 17+ Million Students Total**
- 2500 Unique Colleges – 2 & 4 Year Schools
- 50 States – PLUS Canada – Europe
- IMPRESSIONS – Exceeding 800 Million/Month Per Typical Programs

- College females represent 57.5% of the total market
- College Males represent 42.5% of the total market
- 5.7 million 18-24 year old college females aged 18-24 live on-campus versus 4.3 million males
- 18-24 year old college females/males are an influential group, spending on average \$221 per month on discretionary expenses





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Posting:

Guaranteed High Visibility Through On Campus Advertising. Informative products POSTED in high-traffic college locations; classrooms, dorms, career centers, student centers, mail rooms, dining halls, common areas, etc....

- *15,555,471 College Student Target Market
- *164,895 College Bulletin Boards
- * 4 Color Visual Impressions – 8.5" x 11", 11" x 17" or 11" x 22"
- *Targeted Distributions Available – Science – Math – Graduate, etc...
- College Bulletin Board Posters -4COLOR Impressions TOP 500 Campuses – 1:150 Ratio
- Total gross impressions per poster campaign.....120,321,000



Tabletents:

Advertise to College Students with Table POP Tents. They can be used to promote upcoming college recruitment or recruiting services events, special discount offers, etc...

- Exclusive Strategic Placement Locations
- 1,500+ Campuses Available –
- 75,000 Strategic Locations Weekly
- Top Colleges – 18,563 Locations – 1 per every 350 student ratio
- 76% Viewed a Table Tent Advertising Promotion in the past seven days
- College Table POP Tents-4COLOR Impressions TOP 500 Campuses
- TOTAL IMPRESSIONS.....3,500,000**



Campus Kiosks:

The largest 3D Kiosk Ad Network with a potential reach of over **15 million students at over 1,500 campuses in 148 ADI markets nationwide** (95% of college students).
NAM Survey – 1200 Students from 60 Top Colleges Revealed:96% Viewed a Totem College 3D Kiosk Media Ad in the past seven days

Over 60% viewed a 3D Totem Kiosk more than 10 times during a seven day period

- College 3D Totem Kiosk Displays -4COLOR Impressions TOP 500 Campuses
- TOTAL IMPRESSIONS.....307,125,000**



Dorm – Fraternity – Sorority Doorhangers:

College Dorm Marketing Utilized as Branding or Call to Action
Placed directly on students door handles in college dorms and other on/off campus housing Target the top 500 campuses nationally or any of our 2,000+ Campuses
Typically 1:2 dorm hanger to student ratio
Top 500 Campuses / 1 month - 1 time distribution:
935,135 Dorm Room Available (Top 500): \$401, 765.00 – ALL Inclusive – Printing Included
College Dorm Room Door Hangers -4COLOR Impressions TOP 500 Campuses
TOTAL IMPRESSIONS.....10,500,000



Student Intercept-College Sampling-Hand to Hand Distribution

Highly targeted college sampling programs & hand-to-hand offers to **college students nationally**: Co-Op Student Sampling Programs, Custom Campus Sampling Marketing Programs. Exclusively deliver your products to the brand-responsive college market using attractive tabling and sampling booths we place in high-traffic areas.
Select from over 500 schools nationwide or to specific local and regional locations up to 1800 colleges and 2 year schools. If provided, trained staffers will wear brand identified apparel.





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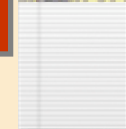
“Pass The Pad” – Branded Shrink Wrapped Notebook Paper:

‘Pass The Pad-NoteAds’ is a unique and simple concept that allows our clients to Target & Reach over 10,000,000 Students On College Campuses with a highly targeted, one-to-one hand distribution method. Generates a Favorable word of mouth publicity about products and services with catchy NoteAd writing tools. Students’ notes and notebooks are one the main tools they use while at school and in class lectures.

‘Pass The Pad-NoteAds’ is a service in which we offer FREE Sheets of Notebook Paper to students upon entering lecture halls, classrooms, etc...



LISTEN UP!



Media Posters: – Wall Mount Oversized Posters-Media Posters are an excellent, Cost-effective way to REACH College Students.

They are 11x17, 12x18, 13x19, 18x24, 19x25, 20x30 information carriers, incorporating full color artwork. Displayed on a Monthly Basis at the college campuses of your choice.

Media Boards are placed in high traffic area locations (Student Union -Mail Room-Dorms-Career Center-Dining halls, etc...) for the most visible viewing by students and faculty.



College Newspapers/Free Standing Inserts/Classified Ads:

College Newspapers Reaching over 12+ Million Students at more than 2,000+ campuses nationwide.

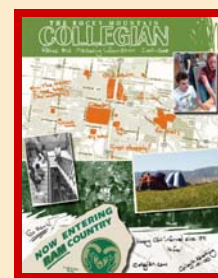
One Stop Buy, Placements and Reporting

95% College Student Newspaper Readership

Competitive Pricing – National Reach - Volume Discounts – Premium Placements – ONE MEDIA BUY

College Display Ads – College Classified Ads – Free Standing Inserts –Spot & Full Color –

NAM Relationships Built Over 12 Years



Student Email – Rental Lists:

COLLEGE STUDENTS

5 Million Individuals

College student names have been compiled from numerous educational sources.

Selectable by class year, field of study, college attended, home address, school address, tuition level and competitive rank..

List Usage: All lists are rented for a one-time use unless otherwise agreed upon in writing. Unlimited usage is for a one year period.

Sample mailing piece /telemarketing script required on all orders prior to shipping



Text Messaging – Text To Vote Campaigns:

We offer one of the most extensive text vote services much like that used on American Idol and Dancing with the Stars. Beside traditional text vote for competitions, we can also provide text voting for marketing purposes.

Asking the consumer to text vote on a marketing question will not drive sales unless the consumer is getting something in return

