

CAMPUS MEDIA SERVICES

MSSmedia is a media and marketing services company providing clients with succinct, optimized, and successful campus marketing solutions for over 15 years. We rely on having a deep understanding of client goals to deliver winning marketing strategies and comprehensive media solutions that drive results amongst the college students of today. Our core competencies are branding, recruitment, and awareness with a keen eye on delivering ROI (return on investment). With access to over 2,000 campuses nationwide we understand it is not enough to simply employ traditional media tactics with great creative to drive engagement, but rather a team with experience and expertise fueled by research and understanding that enables us to execute college targeted media strategies that succeed.

CAMPUS EXPERTISE

- + OUT-OF-HOME
- + DIGITAL
- + PRINT
- + EVENT MARKETING
- + INFLUENCER MARKETING

CAMPUS OOH

- Inventory located on campus grounds
- Largest advertising platform on campus
- Most cost effective media channel

CAMPUS INVENTORY

- Bus Shelters
- Bike Shelters
- Information Kiosks
- Newspaper Kiosks
- Transit Advertising
- Wall Panel Displays
- Digital Signs
- Mobile Geo Fencing
- Digital/Social Advertising
- Campus Print
- Event Management

NON-TRADITIONAL OPPORTUNITIES

- Clean Graffiti: Reach audiences in an artistic and unique way to create a lasting impression
- Wild Posters: Promote events and special occasions by encouraging brand recognition through volume and repetition
- Brand Ambassadors/ Events/Mobile Billboards: Reach consumers quickly and effectively for short-term campaigns