



# ON CAMPUS MARKETING OPPORTUNITIES

1 OF 2 PAGES



- **Welcome Week Magazine -- 1/4 pg \$500 1/2 pg \$1000**

Welcome Week Magazine is a free, 4-color glossy magazine distributed to students at the beginning of each semester. The magazine includes a campus map, the finals schedule, important dates and other campus information that gives the piece a long shelf life.

~ see companion flyer on next page for Spring 2012 information ~

- **Event Sponsorships - Varies**

Depending on the event and the level of sponsorship, advertisers may be included in the event program, have an information table or signage at the event, and/or be featured on West's Facebook page. Events include Welcome Week, Celebrating Excellence (honoring Dean's List students), Health Fair, Club Rush, AGS Teacher Appreciation, and the Graduation Pre-Ceremony Reception.

- **WestWeek: The Online Campus Newsletter - \$200/wk \$700/mo**

WestWeek is updated each week during the Fall and Spring semesters. Students can link to it from the West home page. Also, our Facebook site teases events and drives our fans to WestWeek for more information. WestWeek is also emailed to faculty, staff and the ASO each week when school is in session. View WestWeek at [www.WLAC.edu/Events](http://www.WLAC.edu/Events). Ads in WestWeek are sponsorships. The ad will thank the advertiser for thier sponsorship of an event(s) or program(s) and include a blurb about the advertiser.

- **Information Table -- contact ASO for rates (310) 287-4290**

Throughout the year, advertisers may set up information tables on the main thoroughfare of campus.

- **Campus "Billboards" - contact AdCamp for rates (310) 657-6290**

West has large display boards in high traffic areas which include the campus map and ad panels.

- **Wildcats Athletic Schedule and Field Fences for rates contact Steve Aggers (310) 287-4513**

West prints 10,000 athletics schedules which are distributed to athletes' friends and family, on campus and in the community. The department also accepts advertising on athletic fences and in the gym.

**For More Information, Contact Michelle Long-Coffee, Advertising/PR:**  
(310) 287 - 4597 | [LongCofM@wlaac.edu](mailto:LongCofM@wlaac.edu)



The West Los Angeles College  
Associated Student Organization  
**invites you to participate  
in our Welcome Week**

MONDAY & TUESDAY, Feb 7 & 8

Located on a main walkway through campus,  
Welcome Week activities are held on the  
first two days of the college semester  
- the busiest days of the year!

While enjoying free refreshments throughout the  
day, our diverse students get help finding classes,  
college program information, give-aways and more  
in a fair-like setting.

SPONSOR: \$1,500

**Welcome Week Magazine Ad**

1/2 page, 4-color ad on the back cover of the  
free magazine distributed to students at the event  
and throughout February.

**www.WLAC.edu Ad**

Ad on the For Students page of the  
WLAC web site for 2 weeks.

**WLAC Facebook Page Ad**

Text and photo posting on WLAC's wall  
twice in 2 weeks.

**Event Booth:** 10' x 10' Canopy Tent, Table/Chairs

ADVERTISER: \$500 & \$1000

**Welcome Week Magazine & Web Site Ad**

**\$1000:** 1/2 page, 4-color ad on the back cover  
of Welcome Week Magazine & Facebook Ad

**\$500:** 1/4 page, 4-color ad on the back cover  
of Welcome Week Magazine



For More Info, ask for Michelle:  
(310) 287 - 4597  
Ad Space Deadline Jan. 12, 2011  
ART DEADLINE Jan. 17, 2011

