Winter session typically is not the time when new students want to enroll. However, it is a great opportunity to attract university students and other community college students to the campus. These students, who have a positive experience while at West, then become great word-of-mouth advertising for the campus in communities all over Los Angeles.

Attached is a sample of the ad that will run in the following publications between now and early December.

The student newspapers for UCLA, CSUN, CSULA, CSUDH and Loyola
Also, The Wave, the Culver City Observer and the Culver City News

Note: The Spring campaign is being developed with a broader reach in mind. Stay tuned for more details.