



“College is the most valuable segment in the 18-24 demographic!”

2009 COLLEGE MEDIA KIT



NON-TRADITIONAL OOH
Notebook Media

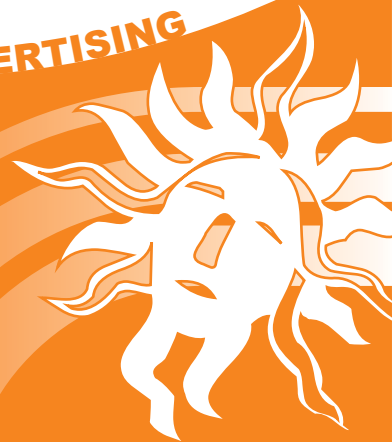


INTERACTIVE
Contextual Display
Online Video



PRODUCT SAMPLING
On-campus Tabling
Shrink-wrap

UNIVERSITY CO-BRANDED NOTEBOOKS WITH ADVERTISING
© 2007 Copyright GPA Media Corp



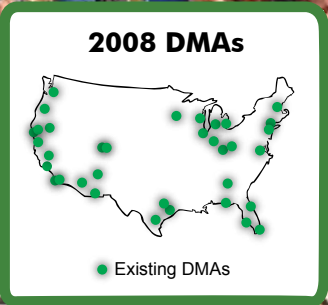
GPA MEDIA CORP
PHONE (310) 294 - 3709
WWW.GPAMEDIA.COM



REACH STUDENTS

GPA Media delivers your brand to college students in the 18-24 demographic. College students are a key segment of the population as they begin to make their own purchasing decisions and establish brand loyalties for life. Our notebook media “lives” with college students as they use them every day in class, at home, and in study groups.

WEB: www.gpamedia.com PHONE: (310) 294-3709
© 2007 Copyright GPA Media Corp



WHY COLLEGE?

Six reasons why college students are essential to your marketing objectives, and what you need to know about college students in order to successfully market your brand to them:

- #1 College population is the **most valuable segment** within the 18-24(34) demographic. They spend more than \$200 billion annually!
- #2 College graduates **earn 60% more income** (or \$1 million more) over their lifetime compared to non-college.
- #3 College students are **open to trying new brands** in college...often becoming lifelong brand-loyal customers.
- #4 College students have **lots of discretionary income** of \$327 per month.
- #5 College students **consume much less traditional media** compared to non-college...skip over TV commercials, stream music, more likely to ignore traditional media.
- #6 College students **respond differently to advertisements** compared to non-college...they respond favorably to college-specific promotions, and they make benefit-driven purchasing decisions (not imagery or impulse buyers).





NOTEBOOK MEDIA

GPA Media's university co-branded notebooks are the only media allowed in the classroom. Hand-to-hand distribution results in zero waste. Students use the notebooks to take notes in class for 3 months on average---generating a minimum of 40 impressions of your advertisement (or 3.33 impressions per week). GPA Media has exclusive long-term contracts with each campus.

WEB: www.gpamedia.com
PHONE: (310) 294-3709
© 2007 Copyright GPA Media Corp

UNIVERSITY CO-BRANDED

Each campus designs its own co-branded cover to assure students' appeal as well as garner improved brand acceptance.



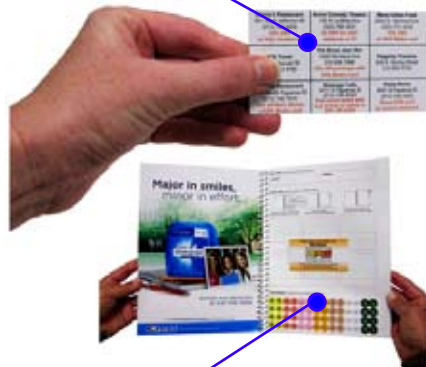
ADVERTISEMENTS

Reach college students every day in class with your ad in our notebook media (minimum 40 impressions). Ads function as subject dividers. Premium cover positions and FSIs also available.



DISCOUNT CARD

Every notebook includes a student discount card allowing advertisers to run promotions.



STICKER SHEET

Every notebook includes a sticker sheet allowing students to customize their notebook, planning calendar, and affix "subject" tabs to each section divider to differentiate between classes.



LINED SUBJECT PAPER

Every notebooks contains 3 to 5 sections or subjects of lined paper for students to take notes in class. Each section is divided by a full-page, full-color advertisement.



SCHOOL CONTENT

Each campus provides us with up-to-date school content including campus map, school telephone numbers, calendar, sports events, and a local business telephone directory.

PRODUCT SAMPLING

Shrink wrap or glue-tack actual samples of your product, or FSIs, on the cover of each notebook distributed to college students.



INTERACTIVE

College students are increasingly difficult to reach using traditional media; however, college students are online! According to SurveyU, college students spend 4.0 hours everyday online. This is second only to our notebook media, which they spend 4.9 hours with everyday in class.



CONTEXTUAL DISPLAY

Our proprietary technology allows us to aggregate 1,000s of niche websites where college students read articles, and to display your advertising on these websites based on keywords in the articles.

WHERE THEY SURF THE WWW

The online college audience has fragmented across millions of various niche websites. Of course you can still expect them to visit such sites as MySpace or YouTube, but you must also anticipate them spending a significant amount of time surfing niche websites... searching for information regarding their personal interests such as sports, careers, student loans, travel, hobbies, etc.

CONTEXTUAL ADVANTAGES

Why is contextual advertising good? First, because contextual advertising is proven to increase the efficiency or click-through rates of online display advertising campaigns. Second, the cost to advertise on our index or grouping of niche college-content websites is much cheaper than the trendy alternative websites, but reaches the exact same demographic. Combined, these two reasons result in improved ROI.

TOP 3 BENEFITS OF CONTEXTUAL DISPLAY:

- #1. Network of niche websites results in lower CPM for advertisers.
- #2. Increased ad relevance results in higher clickthrough rates.
- #3. Lower CPM results in higher ROI.



VIRAL ONLINE VIDEO

GPA Media provides you with a turn-key solution to begin online video campaigns. We offer creative direction, high-quality video production, post-production, media planning and buying, and viral seeding to assure 100,000s of unique views.

VIDEO STATISTICS

Everyday 62% of college students download 3x more video compared to the adult demographic (19%). And, 14% of college students have paid for video compared to 7% for other adults. College students are the vanguards of online video.

WEB: www.gpamedia.com
 PHONE: (310) 294-3709
 © 2007 Copyright GPA Media Corp



PRODUCT SAMPLING

© 2007 Copyright GPA Media Corp
 WEB: www.gpamedia.com
 PHONE: (310) 294-3709

ON-CAMPUS TABLING

Sampling is a terrific way to stimulate both brand awareness and initiate new product trials. It's essential that the sampling program ensure students understand the new product's features and benefits and points of differentiation (and avoid students from simply taking "free stuff" and never learning about the brand).

CARDBOARD BOX

Enclose our college notebooks in a custom cardboard box, which can be co-branded for you.



POP-UP BOX

For a big "WOW!" factor, also distribute co-branded pop-up boxes of your brand, which are powered by rubber bands.



COUPONS

Include several tear-out discount coupons in the back of our notebooks to help increase sales.



GLUE-TACK SAMPLES

Adhere actual samples of your product to your advertisement. For example, Post-it flags, or "actual size" erasers of your product.



TABLING

Sponsor the distribution of the notebooks with your logo on the distribution tent or table and distribute samples.





CLIENTS

Select advertisers in the U.S. include:

"I strongly recommend working with GPA Media if trying to reach the student market," Adriane M. Pond, GEICO Marketing.



WEB: www.gpamedia.com PHONE: (310) 294-3709
© 2007 Copyright GPA Media Corp