We have answers to your marketing questions.

Can anyone advertise in The Toilet Paper? How much does it cost?

How do I place an ad in The Daily Collegian? I have never done that before.

How can I get students to read the flyers I hand them? They drop them on the ground or throw them away!

Where can I print a large color poster without spending a lot of money?

How can I tell the local media about our next guest speaker?

How can I design a poster when I can’t use Photoshop?

Union & Student Activities Marketing
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DON'T KNOW WHERE TO BEGIN?

Start here. Let's face it, the marketplace is extremely cluttered these days. Sources estimate that we see several hundred advertisements per day, ranging from the traditional (i.e. billboards and television commercials) to the more unique (like customized urinal cakes).

Knowing this, you are probably wondering how it will be possible for your club to get noticed around here. And that's where we come in. The Union & Student Activities Marketing office is here to help you and your university-recognized student organization with your publicity needs.

Are you worried you won't fill the seats at your next guest speaker? Do you want to increase membership or name recognition of your club? Or how should you drive traffic to your organization's website? We're here to help. Consider us your personal in-house advertising agency.

The USA Marketing office provides a wide range of services, from graphic design work and poster printing to ad placement and press release writing. We can help you put the finishing touches on your submissions, please keep the following things in mind:

- Information about a club, event, etc. must be received by Thursday in order to be included in the following week's edition.
- Submissions should be 100 words or less and may include a photo or logo.
- Photos/logos should be a JPEG file of 300 dpi or greater to ensure print quality.
- If you would prefer to place an ad in The TP, ads should be a JPEG file of 300 dpi or greater and measure 5" wide by 2" or 3" in height.

PRESS RELEASES

Your club members know that you're having a great speaker at next month's meeting but how can you tell the general public? Let us help you put together an organized and professional press release to distribute to the local media outlets.

POSTER PRINTING

Do you need a poster larger than 8.5"x11" and don't have a lot of money to spend on it? The USA Marketing office's plotter can print large posters--up to 24" wide and as long as the roll of paper will permit. To expedite the printing process, bring the poster file (Photoshop, InDesign, Illustrator files preferred) to the office on a jump drive. Your student organization's ASA account will be billed at the end of the month for the cost of the ink and paper used to print your poster.

THE TOILET PAPER

The Toilet Paper is the new weekly publication of the USA Marketing department. The TP is distributed to a captive audience via the bathroom stalls in the HUB-Robeson Center. Space is available on a first-come, first-serve basis and therefore cannot always be guaranteed. Inserting information in The TP is as easy as emailing us at USAmarketing@psu.edu. However, when emailing your submissions, please keep the following things in mind:

- Information about a club, event, etc. must be received by Thursday in order to be included in the following week's edition.
- Submissions should be 100 words or less and may include a photo or logo.
- Photos/logos should be a JPEG file of 300 dpi or greater to ensure print quality.
- If you would prefer to place an ad in The TP, ads should be a JPEG file of 300 dpi or greater and measure 5" wide by 2" or 3" in height.

PUBLICITY MATERIALS

Getting the word out in a creative way can be a difficult task. Hanging out quarter-sheet flyers is rarely effective so it is important to be creative. Some unique publicity ideas from years past include:

- Hanging custom-printed balloons inside the HUB-Robeson Center and out on the Pattee Mall
- Customizing buttons for your club members
- Printing vinyl banners to be hung inside the HUB and outside on the Osmond Building railing
- Using paper plates instead of traditional flyers and handing out spatulas to advertise Kevin Roberts' cooking show
- Giving out Laffy Taffy to publicize a comedian
- Printing a life-size Colbie Calliat poster and mounting it on foam board to promote her concert
- Distributing foam footballs with the information about Jerome Bettis' Distinguished Speaker Series event.

ADVERTISING

The Daily Collegian might be a very good resource to help you reach the student body. Whether you have an ad designed already or need help putting something together, we're here for you. We will happily show you that you don't have to be an advertising major to place an ad in The Daily Collegian.

GRAPHIC DESIGN

So, your club has a great idea for this year's membership t-shirt but nobody knows the ins and outs of Photoshop? We'll help transform that concept you sketched on the back of a napkin into a digital format that printers will actually accept. We can help with most other design projects as well, including color posters, brochures, banners, etc.