



Advertising Initiative Report

September 25, 2008

Recruitment & Image Advertising

PHASE I

FY 2006

\$42,400 base

+\$25,000 President/Acad. Aff.

+\$45,000 base initiative funding

\$112,400

Recruitment & Image Advertising

PHASE II

FY 2007

\$87,400 base

+\$30,000 AA for SD placements

+\$41,753 carry forward (FY06)

+\$40,000 base initiative funding

\$199,153

Recruitment & Image Advertising

PHASE III

FY 2008

\$127,400 base

+\$150,000 base initiative funding

\$227,000 placements

\$50,400 carry forward

2008 Budget Breakdown

HS Newspapers

4+ Runs in 21 Newspapers
\$9,600 (expect total to be
\$4,000)

Billboards

108 Total Billboards
\$78,230

Radio

10 Weeks 3,330 Total Spots
\$54,150

Google Ad Words

\$14,400 (expect this to end up at \$5,000)

Student Paths

\$12,000

Contingency Budget

\$10,000

Advertising Marketing Services

\$46,000

Vendor Services

\$1,970



Phase III Web site

55,518 visits to msum.com

28,264 from Minnesota

18,915 from North Dakota

15,009 unique visitors

73,470 page views

Feb. 1 to Sept. 25, 2008

Applications

August 2006	August 2007	August 2008
Freshmen/Transfers	Freshmen/Transfers	Freshmen/Transfers
2056/950	2320/925	2491/965

All as of August 13



Recruitment & Image Advertising

PHASE IV

Spending Plan

\$277,400 base

+ \$70,000 2009 initiative

+ \$50,000 carry-forward

+\$95,000 A & O

\$492,400

2009 Budget Breakdown

\$92,492 Primary Market

Fargo-Moorhead, West Fargo, Dilworth

2009 Budget Breakdown

\$36,286 Nearby Market

Detroit Lakes, Valley City, Wahpeton, Hillsboro

2009 Budget Breakdown

\$29,066 Outlying Minnesota

Fergus Falls, Alexandria

2009 Budget Breakdown

\$37,130 Outlying North Dakota

Grand Forks, Bismarck , Minot, Williston, Dickinson

2009 Budget Breakdown

\$14,940 South Dakota

Sioux Falls, Aberdeen

2009 Budget Breakdown

\$90,964 Twin Cities+

Bloomington, St. Cloud, Mankato

2009 Budget Breakdown

\$56,000

Google, MySpace, FaceBook, Student Paths

2009 Budget Breakdown

\$111,359

July-August billing, production costs, agency fees



Billboard

YOUUNIVERSITY

Putting **YOU** First

msum.com



School Newspapers

MINNESOTA STATE
YOU UNIVERSITY
MOORHEAD

PUTTING YOU FIRST


Minnesota State University Moorhead recognizes that you are unique.

Your experience, intelligence, talent, hopes, and dreams are what make you – you.

At MSUM, we understand you. We celebrate you.

You – and your education – are primary.

You are at the center of everything we do.

MINNESOTA STATE UNIVERSITY
moorhead 

msum.com

MINNESOTA

**NORTH
DAKOTA**

**SOUTH
DAKOTA**

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School Newspapers

Living for the
Moment?

Few decisions you'll
make in life will
be as momentous
as where you'll go
to school and what
you'll study.

Think about it.

Time's up. Act now.

Before the moment passes.

YOUNIVERSITY
PUTTING **YOU** FIRST

MINNESOTA STATE UNIVERSITY
moorhead



msum.com

MINNESOTA

NORTH
DAKOTA

SOUTH
DAKOTA

You Deserve the
Best in Class.

Biosciences Professor
Ellen Brish,
2007 Minnesota Carnegie
Professor of the Year

We've had seven faculty
members win the prestigious
Minnesota Carnegie
Professor of the Year Award
in the last two decades.

Dramatically more than any
other school in the region.

Recognized across subjects as
diverse as biosciences, theatre,
political science, English, and
education, our professors will inspire you
to learn in ways as unique as you are.

Come prepared to learn from the very best teachers
- the Best in Class - and leave prepared for life.

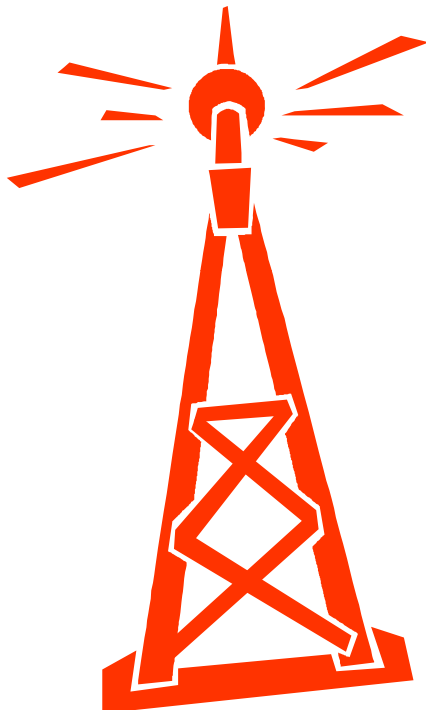
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Other

Radio

Bus Wraps

Mall Boards