



**CONCORDIA  
UNIVERSITY**  
NEBRASKA

# Marketing Gallery

## Brochure P-B



## DVD/Video DVD/VIDEO



## Research RESEARCH



## Catalog P-C



## Brochure Mailer P-BM



**Program P-P**

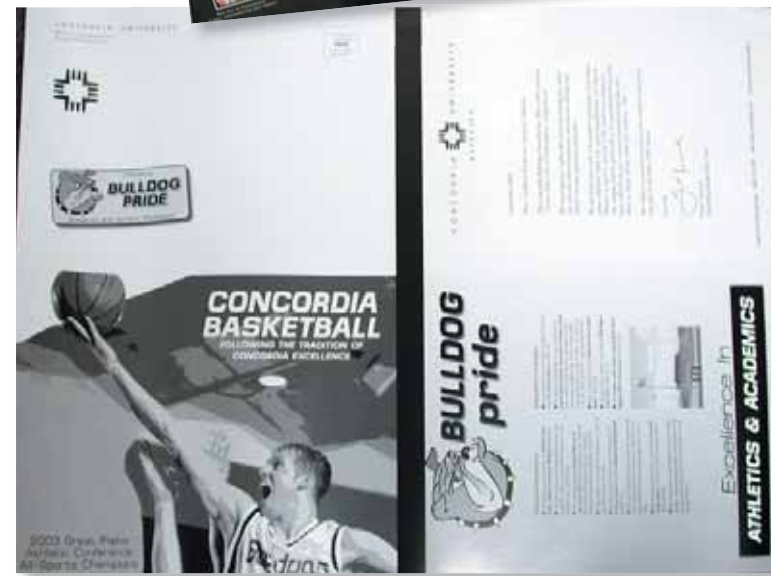


**Poster Mailer P-PM**

Inside



Mail Side



**Event Items P-E**



**Poster P-PO**



(With Tear Off Cards)

**Newsletters P-N**



**Press Releases PR & Public Service Announcements PR**



**Displays & Signage P-D**  
(Quick Screens & Panels)

**Web News PRW** (Timely news, often front page or first page of section)  
**Web Site W** (Larger job for specialty pages)



## Magazine/Journal Advertising ADM

**See you...**

**Crunch the Numbers**

- 1,317** - Student enrollment for 2003-2004, the second highest in 30 years
- 500** - On-campus jobs students fill
- 111** - Men Concordia has been preparing servant leaders for church and world
- 85** - Percent of faculty who have earned the highest degree in their fields of study
- 45** - Minutes from Sevard to Wahoo
- 36** - Ranking out of 140 colleges in the "Top Schools" category in the Midwest-Master's Division U.S. News & World Reports' "Best Colleges 2002" report
- 25** - Average class size
- 24** - The number of 2005 scholar-athletes, the most in the GPAC conference
- 18** - The number of athletic teams that earned the Concordia All-Sport Trophy in the Great Plains Conference last year
- 14** - The average number of students per Concordia professor
- 11** - Concordia's ranking in the United States Sports Academy's fall all-sports 2004 ranking
- 10** - The number of times our award-winning University A Cappella Choir has toured Europe
- 0** - Number of United States cities other than Concordia selected for the 2005 International Competition for Chorus in Austria

When it comes to finding a college, you owe it to yourself to crunch the numbers. Look around—see what's out there. When it comes to moving academic excellence with a safe, Christian environment, Concordia University, Nebraska, adds up to a winner.

Offering more than 35 liberal arts programs, Concordia University is among America's Best Colleges for the seventh straight year. The University is consistently ranked in the top 100 in U.S. News & World Reports' "Best Colleges," including a top 10 ranking in 2002.

800 North Columbia Avenue - Sevard, Nebraska 68434  
800.535.5494 ext. 7023 seeyou@cune.edu  
[www.cune.edu](http://www.cune.edu)

**And all it takes is...**

1 - visit to campus to experience for yourself the "irresistible" feeling so many of our current students have fallen in love with.

## Statement Stuffer/Bulletin Insert SS

**See you...**  
at Concordia University

Statement of Mission  
Concordia is a Christ-centered learning community for students preparing to be dynamic servant leaders in the church and world.

Undergraduate Programs  
From the arts to the sciences, to teaching to business there are over 25 to choose from!

Graduate Programs/Diplomas  
Master of Education - Fine Communications  
Master of Science - Family Life  
Master of Public Education  
M.Ed. Specialized Diploma  
Licentiate Teacher Candidate

Enrollment  
1,317 students from more than 30 states and several foreign countries.

**CONCORDIA UNIVERSITY**  
NEBRASKA

Preparing Servant Leaders for Church & World

**parents**

- a helpful resource
- a wealth of information
- a convenient package to take home

[www.cune.edu](http://www.cune.edu)

*We're coming to your area.*

CALIFORNIA OREGON AUSTRIA  
COLORADO UTAH CZECH  
ILLINOIS WASHINGTON REPUBLIC  
IOWA WISCONSIN GERMANY  
NEBRASKA WYOMING ITALY  
NEVADA SLOVAKIA

CHAMBER CHOIR  
UNIVERSITY CONCERT BAND  
SINGERS &  
A CAPPELLA CHOIR

Engage in diversity and 2005 competition  
[www.cune.edu](http://www.cune.edu)

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## Newspaper Advertising ADM

**CLIP & SAVE**

**April**

- 2 M-W Tennis vs. Idaho, 3 p.m.
- 3 4-on-4 Soccer Challenge (Grades 7-9)
- 6 Softball vs. Nebraska Wesleyan, 5 p.m.
- 9 Women's Tennis vs. Hastings, 1:30 p.m.
- 8-10 One Act Play Festival I - Studio Theatre, 7 p.m.
- 9 Softball vs. Northwestern College, 1 p.m.
- 10 Men's Golf Concordia Invitational
- 11 Chamber Band and Concordia Invitational
- 12 4-on-4 Soccer Challenge (Grades 7-9)
- 13 Men's Tennis vs. Hastings, 1:30 p.m.
- 15 Visit Day, 8:30 a.m.-4 p.m.
- 16 Handbell Concert - Music, Home Hall, 7 p.m.
- 17 One Act Play Festival II - Studio Theatre, 7 p.m.
- 18 Jazz Band Concert - Music, Home Hall, 7 p.m.
- Softball vs. Sioux Falls, 1 p.m.
- Concordia Invitational Track Meet
- M-W Tennis vs. Dakota Wesleyan, noon
- 17 One Act Play Festival II - Studio Theatre, 7 p.m.
- Percussion & Brass Ensemble, Home Hall, 7:30 p.m.
- 4-on-4 Soccer Challenge (Grades 7-9)
- Softball vs. York, 5 p.m.
- 19 Men's Tennis vs. Nebraska Wesleyan
- 20 Softball vs. Dana, 5 p.m.
- Women's Tennis vs. Nebraska Wesleyan
- 21 Honors Recital - Music, Home Hall, 7:30 p.m.
- 22 Baseball vs. Omaha, 4 p.m.
- 23 M-W Tennis vs. Midland Lutheran, 2 p.m.
- 24 Baseball vs. Monongahela, 1:30 p.m.
- 4-on-4 Soccer Challenge (Grades 7-9)
- 27 General Recital - Music, Home Hall, 7:30 p.m.
- 28 Baseball vs. Midland Lutheran, 4:30 p.m.
- 29 Nathan Beebe Senior Recital - St. John, 7:30 p.m.

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For further details go to [www.cune.edu](http://www.cune.edu) or call 402.643.3651

## Promo Items/Giveaways P-G



## Marketing Options Defined

This is a list of possibilities that could be used to promote your event, program, etc.

### 1. Advertising - Paid, Guaranteed publicity

AdN	Newspaper
AdM	Magazine/Journal
Ado	Other (such as billboard, signage, etc.)
Adr	Radio
Adw	Web

### 2. Published Items - distributed to those interested (PDF or Print)

P-B	Brochure	Single or multiple pages used to sell program or event, not a self-mailer
P-BM	Brochure Mailer	Primarily a brochure that is designed as a self-mailer using no envelope ex. Broadcaster
P-C	Catalog	Multiple page document
P-D	Displays & Signage	Signs in buildings, displays for events
P-DE	Design	Scanning services only, photo, burn CD, etc.
P-E	Event Items	Invites, Nametags, Certificates, RSVP, Tickets, Folders, Forms
P-G	Give Aways	Promotion pieces such as Magnets, pens, notepads, etc.
P-M	Mailer	Postcards
P-N	Newsletter	
P-P	Program	Multiple pages for an event
P-PO	Poster	Just used for hanging
P-PM	Poster mailer	Multi-purpose poster, self-mailer
P-SS	Statement Stuffer	1/3 page for banks or Bulletin Insert
P-DVD/Video	DVD/Video	DVD/Video

### 3. News - free, not guaranteed to be printed or used on the radio/tv station/paper

PR	Press Release
PRS	Sports Press Release
PSA	Public Service Announcement
PRW	Web News

### 4. Web Site Requests

W	Concordia's Site	Larger job, special request
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### 5. Consulting & Planning

CONSULT	Consulting & Planning
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### 6. Research, Focus Groups, etc

RESEARCH	Research Focus Groups, Surveys
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