For further details go to www.cune.edu or call 402 643 3651

Marketing Options Defined

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

1. Advertising - Paid, Guaranteed publicity
   - Newspaper
   - Magazine/Journal
   - Other (such as billboard, signage, etc.)
   - Radio
   - TV

2. Published Items - distributed to those interested (PDF or Print)
   - Brochure
   - Brochure Mailer
   - Catalog
   - Displays & Signage
   - Design Scanning services only, photo, burn CD, etc.
   - Event Items
   - Give Away
   - Mailer
   - Poster
   - Poster Mailer
   - Statement Stuffer/Bulletin Insert
   - DVD/Video

3. News
   - Press Release
   - Press Release
   - Public Service Announcement
   - Web News

4. Web Site Requests
   - Concordia Site
   - Larger job, special request

5. Consulting & Planning
   - Consulting & Planning

6. Research, Focus Groups, etc.
   - Research

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See you... 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 mixing academic excellence with a safe, Christian environment Concordia University, Nebraska, adds up to a winner.

Preparing Servant Leaders for Church and World

Offering more than 35 liberal arts programs, Concordia University is among "America's Best Christian Colleges" for the seventh straight year. The University is consistently ranked in the top tiers in U.S. News & World Reports "Best Colleges", including a top tier ranking in 2003.

800 North Columbia Avenue   Seward, Nebraska 68434
800 535 5494 ext. 7233 SeeYou@cune.edu

www.cune.edu

Crunch the Numbers

- Student enrollment for 2003–2004, the second highest in 30 years
- On-campus jobs students fill
- Years Concordia has been preparing servant leaders for church and world
- Percent of faculty who have earned the highest degree in their fields of study
- Minutes from Seward to Wahoo
- Ranking out of 142 colleges in the "Top Schools" category in the Midwest-Master's Division in U.S. News & World Report's "Best Colleges 2005" report
- Average class size
- Number of 2005 scholar-athletes; the most in the GPAC conference
- The number of athletic teams that earned the Concordia All-Sport Trophy in the Great Plains Conference last year
- The average number of students per Concordia professor
- Concordia's ranking in the United States Sports Academy's fall all-sports 2004 ranking
- The number of times our award-winning University A Cappella Choir has toured Europe
- Number of United States choirs other than Concordia selected for the 2005 International Competition for Choirs in Austria

And all it takes is...

- Visit to campus to experience for yourself the "indescribable" feeling so many of our current students have fallen in love with
**Program**

**Poster Mailer**

**Event Items**

**Poster**

**Displays & Signage**

**Newsletters**

**Press Releases & Public Service Announcements**

**Web News**

**Web Site**
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Marketing Options Defined

1. Advertising – Paid, Guaranteed publicity
   - Newspaper
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   - Radio
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2. Published Items – distributed to those interested (PDF or Print)
   - Brochure Single or multiple pages used to sell program or event, not a self-mailer
   - Brochure Mailer Primarily a brochure that is designed as a self-mailer using no envelope ex. Broadcaster
   - Brochure Mailer Multi-purpose poster, self-mailer
   - Catalog Multiple page document
   - Poster Signs in buildings, displays for events
   - Poster mailer Multi-purpose poster, self-mailer
   - Postcard
   - Press Release
   - Press Kit
   - Program Multiple-pages list an event
   - Rack Card
   - Ticket
   - Statement Stuffer 1/3 page for banks or Bulletin Insert
   - DVD/Video

3. News – free, not guaranteed to be printed or used on the radio/tv station/paper
   - Press Release
   - Press Kit
   - Public Service Announcement
   - Web News

4. Web Site Requests
   - Concordia’s Site Larger job, special request
   - Research Focus Groups, Surveys

5. Consulting & Planning
   - Consulting & Planning
   - Research Focus Groups, Surveys

6. Research Focus Groups, etc

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