

STRATUS COMMUNICATIONS  
 ROWAN UNIVERSITY MEDIA PLAN 2007 - 2008

<b>PRINT</b>	<b>FALL</b>	<b>WINTER</b>	<b>SPRING</b>
<i>New Jersey Business Magazine</i>	October Full Page 4/C	December Full Page 4/C	
<i>NJ Education Association Review</i>	October November	February	April
<i>US News &amp; World Report Best Colleges Issue</i> Circ. 60,000 - State of NJ	US News – Best Colleges Issue 8/27 College Rankings Issue		
<i>MNI Networks</i> Circ. 428,120 <i>US News &amp; World Report</i> <i>Sports Illustrated</i> <i>Newsweek</i> <i>Time</i>	October Cherry Hill Monmouth November Bergen/Passaic Essex	January Mercer Morris/Warren February Middlesex/ Somerset	
<i>Philadelphia Inquirer</i> Circ. 339,598 daily 648,692 Sunday		Feb.3 – Feb. 10	March
<b>ONLINE</b>	<b>FALL</b>	<b>WINTER</b>	<b>SPRING</b>
<i>USnews.com – Best Colleges Section</i>	Banner Ad 8/21 End 9/21 (College Rankings Release) 500,000 impressions	Banner Ad Start 1/15 End 2/15 500,000 impressions	
<i>Google – Adwords Campaign targeting specific majors</i>	September / October/November	January/February	March/April/ May/June
<b>RADIO</b>	<b>FALL</b>	<b>WINTER</b>	<b>SPRING</b>
<i>NPR – New Jersey Network Public Radio</i>	2 weeks (9/10 – 9/24) :30  2 weeks (11/2 – 11/16) :30	February 2 weeks :30	April 2 weeks :30
<i>WHYY-Greater Philadelphia Area</i>	(9/10 – 9/24) :30  (11/2 – 11/16)	February	April