

# **STANFORD STUDENT ENTERPRISES**



Connect your business with  
**the Stanford market.**

# SSE Advertising

## On-campus advertising

*Market your business to the Stanford community.*

The SSE advertising division is the home for marketing and advertising for the Stanford Community. As the only entity that has **access to all Stanford students, faculty, and staff**, we are responsible for the Stanford Directory, the Unofficial Guide, Campus Flyer Distribution, the Stanford Map, and numerous other advertising services.

### MEDIA KIT CONTENTS

Stanford Directory	Page 3
Unofficial Guide	4
Flyer Distribution	5
Stanford Map	6
Market Research	7

### CONTACT SSE



(650)-375-2482



[sales@sse.stanford.edu](mailto:sales@sse.stanford.edu)



<http://sse.stanford.edu>

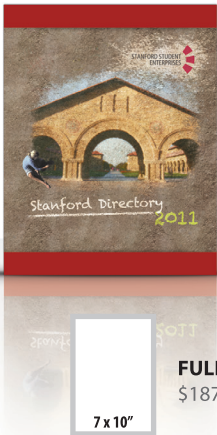


# Stanford Directory

## Stanford's official phone book

*It's more than a Yellow Pages.*

A total of **27,000 directories** are distributed each year to Stanford students, faculty, and staff. In addition to listings of organizations, departments, and faculty and staff, the directory contains **100 pages** of advertisements and coupons to local restaurants and retailers. **265 local businesses** were featured in last year's directory.



Last year, the directory was used  
**1.2 million times.**

Dining Guide  
Yellow Pages  
Coupons

125,000 times  
96,000 times  
209,000 times



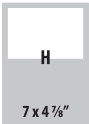
**FULL PAGE**  
\$1875



**COUPON**  
\$375



**FULL PAGE COUPONS**  
\$2500



**HALF PAGE**  
\$1025



**QUARTER PAGE**  
\$625



**EIGHTH PAGE**  
\$425

### SPECIAL OPTIONS

Covers & Inserts	Available upon request
Knock-Out	\$225
Red & Black Color	\$225
Red & Black Color/Knock-Out Combo	\$375
Full Color	\$450

### TEXT OPTIONS

First Line Listing	\$100
Additional Line Listings	\$50

### HOW EFFECTIVE IS THE DIRECTORY?

See Page 8 for our market research statistics.

# Unofficial Guide to Stanford

## A guide to Stanford and the Bay Area

*The best way to inform students of your business.*

**13,500 guides** are distributed to undergraduate, graduate, and prospective students. Each guide contains information about Stanford and the Bay Area, advertisements, and local business and dining coupons. Full-color, full-page advertisements are available for exclusive exposure.



The guide contains over  
**250 pages of content.**

- ▶ Information on Stanford history and traditions
- ▶ Dining and Nightlife in the Bay Area
- ▶ Travel and Transportation
- ▶ Business Listings



**FULL PAGE**  
\$1425



**COUPON**  
\$350



**FULL PAGE**  
\$1000



**HALF PAGE**  
\$825

### SPECIAL OPTIONS

Cover	Available upon request
Red & Black Color	\$225
Full Color	\$375



**QUARTER PAGE**  
\$475

### TEXT OPTIONS

Description	\$125
First Line Listing	\$100
Additional Line Listings	\$50



# Stanford Map

## A convenient map of local retailers

*Put your business “on the map” with ease.*

With **50,000 printed** each year, this two-sided map shows Stanford’s campus on one side and nearby Palo Alto businesses on the other. Freshman are given a map the first week they arrive on campus and typically familiarize themselves with nearby retailers and restaurants. Maps are distributed on campus in areas that **attract frequent visitors** and off campus at locations such as the San Jose Airport.



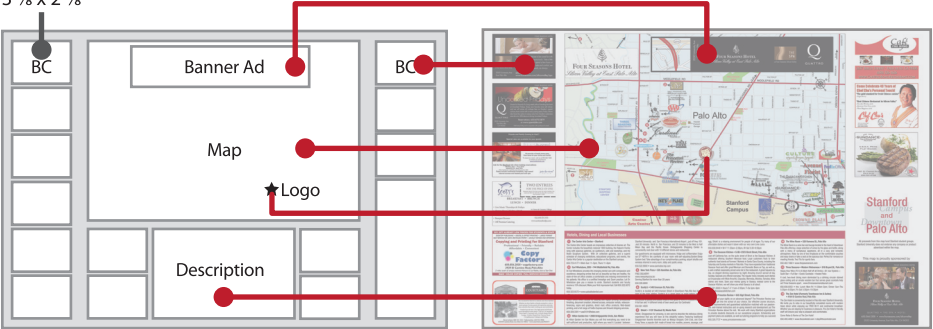
The map is a popular resource among visitors **to find nearby retailers.**

- ▶ Emphasize your business’ close proximity to Stanford campus
- ▶ Make sure customers have an easy time finding your business location
- ▶ Full color and glossy print

### ADVERTISEMENT OPTIONS

Sponsorship Ad & Cover	Available upon request
Business Card (Color)	\$2000
Business Card (B & W)	\$1500
Description	\$600
Logo Listing	\$400

3 3/8 x 2 3/8"



# Market Research

## SSE Advertising Survey Statistics

*Find out how often our print materials are used.*

To find out how much the Stanford community utilizes the Directory and Unofficial Guide, SSE conducted a campus-wide survey in Fall 2010 and received over 350 responses.

### HOW WELL

*ARE THE DIRECTORIES DISTRIBUTED?*

- 11,288** directories are delivered directly to students' doors throughout campus
- 14,062** directories are delivered to departments of faculty and staff
- 1,650** directories are kept on reserve to be delivered throughout the year

### HOW OFTEN

*IS THE DIRECTORY BEING USED?*

The total annual usage of the Stanford Directory per section was examined through another survey by SSE.

#### How often is each section used?

Organizations & Services	<b>150,188 times</b>
Offices & Departments	<b>226,125 times</b>
Medical Center Directory	<b>106,875 times</b>
Faculty & Staff Directory	<b>254,813 times</b>
Dining Guide	<b>124,875 times</b>
Yellow Pages	<b>96,188 times</b>
Coupons	<b>208,688 times</b>

**~1.2 million**  
uses of the Directory in 2010

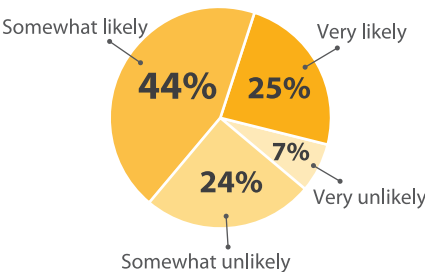
### HOW WELL

*ARE THE GUIDES DISTRIBUTED?*

- 90%** of students are familiar with the Stanford Unofficial Guide
- 70%** of students own a copy of the Guide by early Fall quarter
- 69%** of students are likely to use the guide within their first quarter

### HOW LIKELY

*ARE STUDENTS TO USE THE GUIDE?*



### HOW EFFECTIVE

*ARE THE GUIDE COUPONS?*

- 57%** of students view dining coupons within the first quarter
- 39%** of students view business coupons within the first quarter
- 35%** of students are much more likely to choose businesses that provide coupons in the guide

**Stanford Student Enterprises  
Advertising Division**

(650)-375-2482

[sales@sse.stanford.edu](mailto:sales@sse.stanford.edu)

<http://sse.stanford.edu>