

EFFECTIVE AND RELEVANT ADVERTISING

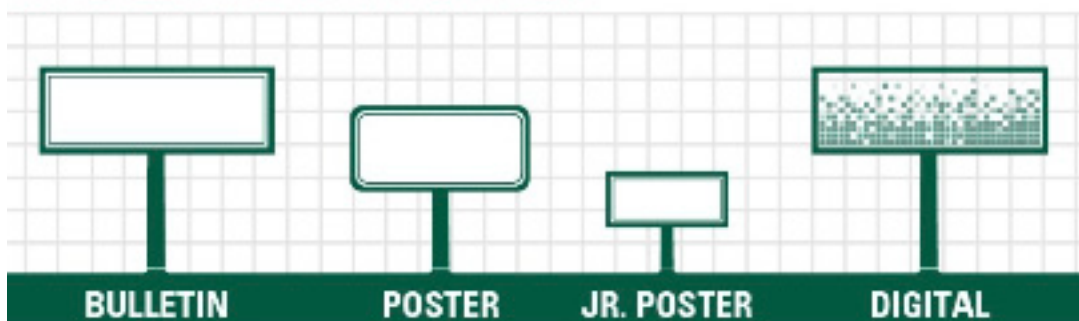
- 97 bulletins throughout areas that carry traffic throughout the Rochester and Finger Lakes Nation
- Seen by the New York state traffic flow - over 48,000 vehicles traveling from the east and west coast
- Seen by the daily New York Traffic

13.7% OF THE ROC POPULATION IS AGED 18-24  **16.0%** OF THE ROC POPULATION IS AGED 25-34

CREATIVE AND POWERFUL ADVERTISING

- Offering unique formats and locations for your desired message
- Strengthening and maintaining a bond between your brand and desired target customers
- Enhancing your brand image and in result increasing your ROI

AVAILABLE PRODUCTS IN THIS AREA:



COLLEGES, UNIVERSITIES, AND PROFESSIONAL SCHOOLS

60% OF HIGHER EDUCATION MARKETING ADMINS HAVE CREATED AD PLANS TO BUILD AWARENESS

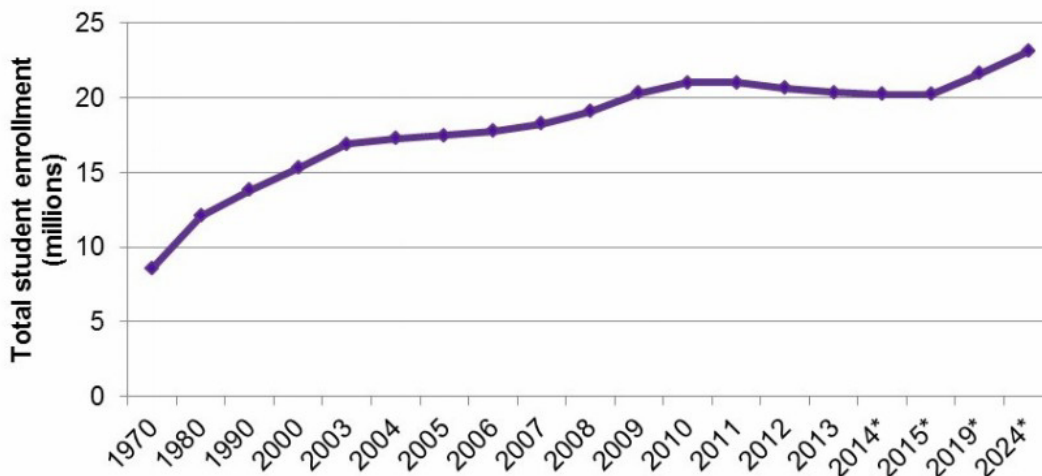
61% HAVE BEEN CREATED AND IMPLEMENTED THOSE PLANS IN THE PAST 5 YEARS

63% SPENT MORE THAN \$100,000 ON THEIR BRANDING EFFORTS

31% SPENT MORE THAN \$200,000 ON THEIR BRANDING EFFORTS

MULTIPLE CHANNELS:

- Signage
- Sponsorship
- Billboards
- Television
- Radio
- Print Outlets
- Digital Media
- Social Media
- Mailing
- Events
- Movies



The industry is becoming more competitive due to constant rising number of students enrolling

The upward trend is predicted to continue until 2024

TARGET MARKETS:

HIGH SCHOOL GRADUATES AND ADULT LEARNERS



- Students aged 18-19 have been decreasing steadily over time, but students 20-24 have been increasing
- Students aged 25 or older have been increasing by almost double



- Looking for speed, convenience, quality, and affordability
- Alternatives include: online classes, earning credits at community colleges, stackable certificates, lesser degrees

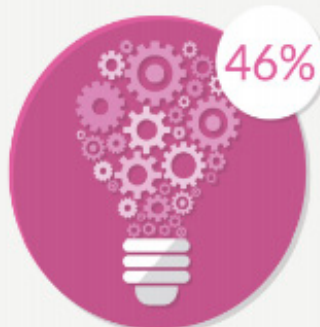


Current/future students seek



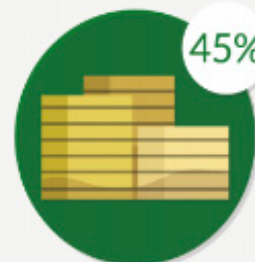
46%

A better job



46%

To acquire new skills



45%

Higher pay



ROCHESTER INSTITUTE
OF TECHNOLOGY

OUTDOOR PLAN STRATEGY:

- Combine and amplify your current media plan across multiple platforms
- Increase the reach of your market plan by implementing Outdoor strategies
- Constant and consistence market presence - always have people thinking about you and your brand
- Create a bond between your potential consumers and your brand. Make them experience something and connect with you
- Spread awareness of what you are and what your brand means

OUTDOOR TACTICS:

- **Classic Bullentins** - 14' x 48'. This option will provide the most impact and create the most exposure to the traffic in the area
- Placement in our most traveled highways and routes
- The goal is to get the most people to see your brand and messages
- **Digital Bullentins.** This option will provide you a way to spread multiple messages across one platform.
- Will help show off all RIT has to offer - not just their tech school aspect

THE CREATIVE STRATEGY:



CLASSIC BULLETIN



- Get the target market to stop and notice the concept
- Get the target market to interact with the brand by thinking about what this could mean for them
- Show RIT is more than what the public perceives it to be
- Give target market somewhere to go and find out more

DIGITAL BULLETIN

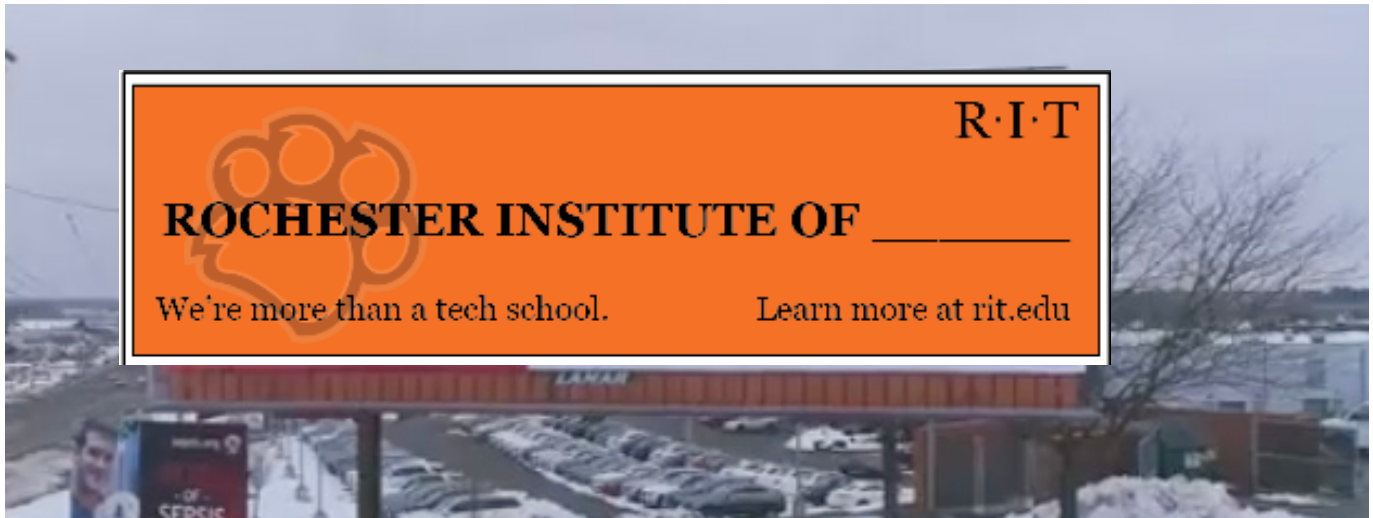


- Changing of the academic college/subject area every couple seconds to truly showcase what RIT has to offer

THE BULLETIN PLACEMENT:

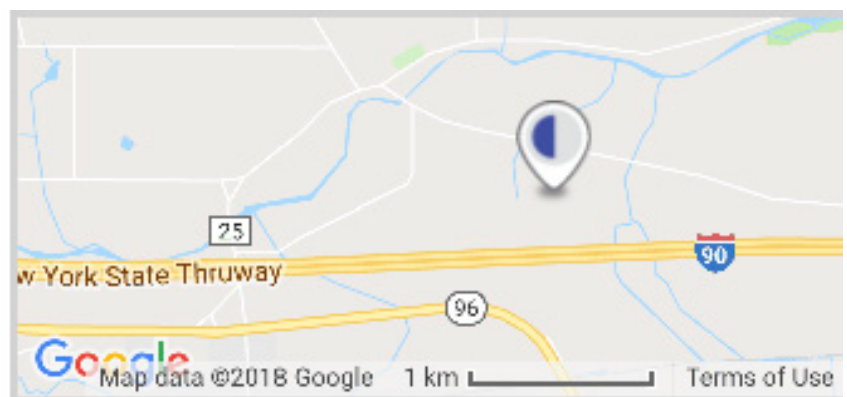
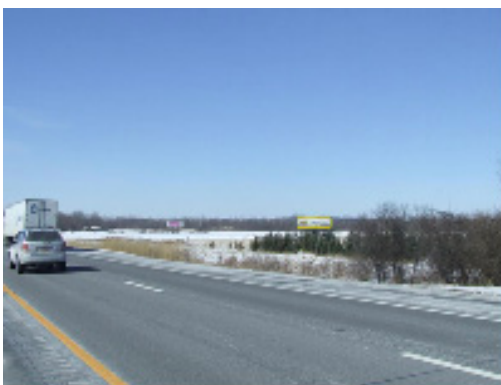


PANEL 66041: W. HENRIETTA & CALKINS RD



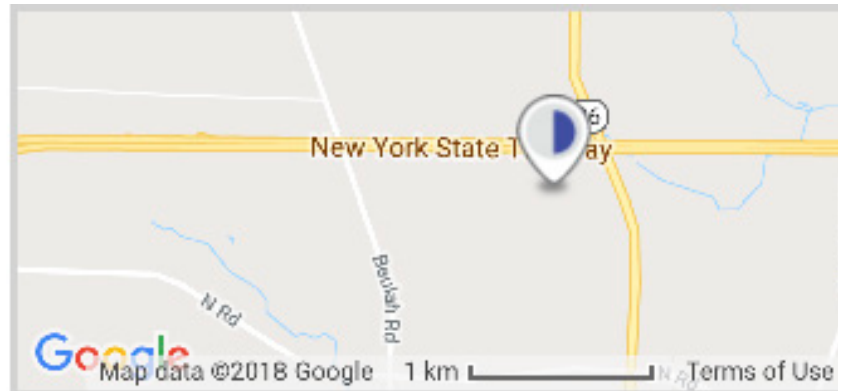
- Hits traffic coming from suburbs into Henrietta
- Near busy roads, market plazas, and retail stores
- 67,100 EOI / week

PANEL 1077: #101 I-90 4 MI. E/O EXIT 43



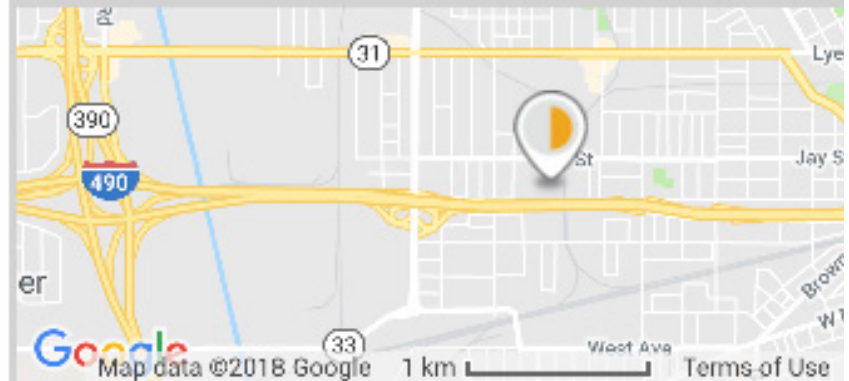
- Hits west traffic between Syracuse and Rochester
- Targets travelers heading to Roc, Buffalo, and Erie

PANEL 60305: #60 I-90 12 MI. W/O EXIT 46



- Hits east traffic between Buffalo and Rochester
- Targets travelers heading to Roc, Syracuse, and Albany

PANEL 40002: 1-490 E/O MT. READ BLVD



- Hits traffic from western and northern/southern suburbs coming into the city
- Targets morning commute into all the downtown businesses
- Targets travelers to places such as Frontier Field, Shalen Stadium, High Falls District, Kodak, Corn Hill, Blue Cross Arena, etc.

THE BULLETIN STRENGTHS:



- Larger-than-life impact; makes people stop and stare
- Visibility not offered by any other medium
- Creates a strong brand awareness
- Establishes and helps maintain a strong brand credibility
- Gives the target a memorable experience

"Lamar billboards are a major component in our marketing budget and continue to be effective, efficient and invaluable to the University of Antelope Valley and the community we serve."

MACRO & SANDRA JOHNSON
FOUNDERS, UNIVERSITY OF
ANTELOPE VALLEY

KAMAL AL-KHATIB
EXECUTIVE DIRECTOR,
GUIDANCE CHARTER SCHOOL

"Lamar billboards are an excellent way to direct and introduce our school to parents and students so they will know more about what we have to offer."

CONTACT INFORMATION:



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