

Basics

Whether you're a seasoned advertiser or new to reaching the WU community, this FAQ should answer some the most common questions you have about advertising with *Student Life*.

Q: Do you offer any discounts?

A: Yes we do! We offer significant incentives to advertisers who choose to increase advertising frequency or volume over the course of a year. By taking advantage of frequency or bulk discounts, you can save between 10 and 50% on your advertising investment. Doing so will give you the frequent exposure you need while saving serious cash.

One of our most popular frequency plans, Business ADvantage, allows you to save 50% on ads that are business card-sized or larger. Ask for more details today!

Q: What should I expect from advertising in *Student Life*?

A: Just as you wouldn't go to a weight loss clinic and expect to lose 25 pounds after two visits, you shouldn't expect a single ad to perform similar overnight miracles. It takes time to develop awareness for your business. We suggest taking advantage of frequency and bulk discounts to lower your cost and increase your exposure.

Q: I'd like to put a coupon in my ad. Do WU students use coupons?

A: College students, as a rule, are not coupon clippers. (Just think - did YOU clip coupons when you were 20 years old)? Washington University students are also a very affluent group and saving money isn't necessarily at the forefront of their thinking.

If you do choose to use a coupon, however, keep in mind that increasing the value of the offer will elicit a better response. A coupon for 25¢ off of a \$10 item probably won't motivate students to go find the scissors. But a coupon for a free car certainly would.

Q: I can't afford large ads; won't a small ad get lost?

A: It's true that there are many ads in the newspaper, but you do not have to run a large ad to get your message out. As we said above, if you placed a tiny ad offering a free car, you would probably get a great deal of traffic and calls. Although your ad may be small, if it makes a great offer, it will generate traffic.

Remember, in the long run, placing smaller ads more frequently will work better.

Q: How much should I spend on advertising?

A: It depends on many factors, but according to many national studies, a good rule of thumb is allocating between 3 and 7% of your sales to advertising and promotion.

Q: Can you help me design an ad?

A: Yes! Our in-house graphics department can help you design an eye-catching ad that will get across your message in a creative manner. Remember, white space is key! The goal of your ad is to catch students' attention, not to convey the minutia of an offer or service.