

# Why Frequency?

Studies show again and again that **frequency of advertising is much more important than ad size**. At *Student Life*, we counsel our clients to advertise as frequently as possible to maximize their results and investment. Here's why:

- **A single ad more than likely will not work.**

We would rather you keep your hard-earned dollars than to spend them on a method we know will not produce results. To understand why advertising once or twice won't work, think about how **you** interact with a newspaper, whether it's the *St. Louis Post-Dispatch*, *New York Times* or even *Student Life*:

- Do you read the newspaper each and every day?
- Do you read every article and ad in the newspaper?
- Of the ads that you do notice, are you in the market for every product or service you see?
- Lastly, do you act on every ad that interests you at that very moment (whether it's visiting a business, making a phone call or checking out a website)?

Our readers are no different than you. While we have very high readership, not every student reads every edition of *Student Life* and not every student needs a product or service that's advertised on any given day.

That's why it's important for your business to advertise as frequently as possible; those who do find the most success in reaching students and growing their business. And, like weight loss, advertising gets the best results over time.

- **Frequency offers you the best advertising rates.**

We offer significant incentives for increasing frequency or advertising volume over the course of a year. Offering these discounts shows that we recognize and value the need for frequent advertising and encourage you to use it.

**By taking advantage of frequency or bulk discounts, you can save between 10 and 50% on your advertising investment.** You'll get the frequent exposure you need while saving serious cash.

- **Frequent advertising helps you beat your competition.**

If you aren't advertising as much as your competition, who is more likely to reach the student that's ready to shop?

- **Frequency helps your advertising cut through the clutter.**

Muhammed Ali didn't become the heavyweight champion of the world by punching 20 people 1 time each. He became the champ by punching 1 guy 20 times. By applying frequency to the poor opponent's head, he was able to bring his message home. Frequent advertising works the same way. Let us show you how - call us today!

**STUDENT LIFE**

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