

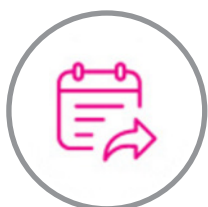
Social Media. 2017.



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Idea & Target Group

Sharing is caring! We ensure that your message connects with the right community. Place your content on our social media pages and benefit from our extensive reach. Reach the student community with an original job posting, Facebook contest or participation in our popular Advent calendar or Easter countdown formats on social media.



Key Facts

- * **Channels:** Facebook, Instagram and announcement of the action on our screens, our newsletter to 17.000 students and our online platforms
- * **Community:** over 3.000 students and graduates
- * **Interaction:** cross-medial format reach the students over social media as well as directly on the campus.
- * **Content:** We would be glad to assist you with content creation.



Community

- * **Reach:** over 3.000 students and graduates online, 17.000 students via our newsletter and over 26.000 students on-site.
- * **Features:** Generation X & Y, urban, young, smart and tech-savvy

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Easter countdown

In the spring, we organize the Easter countdown – the crossmedia egg hunt in the heart of the campus. During the Easter season, each day an Easter egg is hidden that needs to be found. The finder wins a prize chosen by you. We would be glad to assist you with content creation.

Advent calendar

The advent calendar, published on www.fb.com/campuswelt, gives students the chance to take advantage of a special offer or a price reduction or to win a special prize each day during advent.

Placement	Price*
FB Post	900,-
Monthly prize draw	1.250,-
Advent calendar / Easter countdown	1.500,-

¹ All prices are in Swiss francs (CHF), excluding VAT.



Data delivery

- * **Post:** a few days prior to publication
- * **Monthly prize draw:** last Monday of the month
- * **Oster-Countdown:** 27.3.17, printable PDF with cut marks via e-mail to: info@campus-media.ch
- * **Advent calendar:** 27.11.17, printable PDF with cut marks via e-mail to: info@campus-media.ch