Telling Western's Story

WESTERN STATE COLORADO UNIVERSITY

Learning, Elevated.

Telling Western's Story

WESTERN STATE COLORADO UNIVERSITY

Learning, Elevated.

Small classes, great professors, and a full liberal arts curriculum in Gunnison, deep in the heart of the Rocky Mountains. At Western, you'll experience an intimate mountain education, 30 minutes from Crested Butte.

Whether you're studying athletes in our High Altitude Performance Lab, strapping on waders to learn about stream ecology, or helping to build a business plan for a local ski area, we'll tailor your education to meet your career goals.

western.edu

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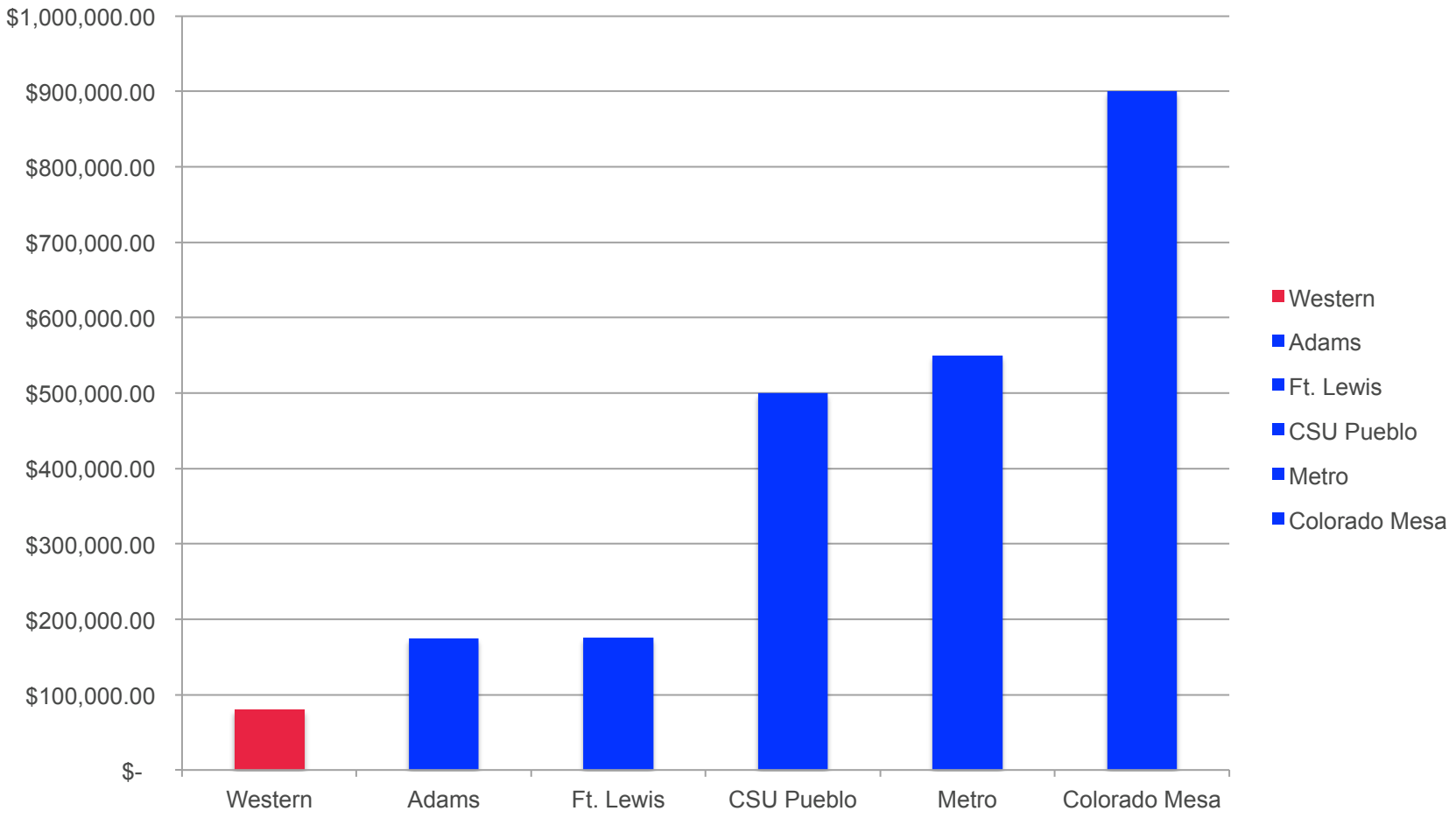
Marketing Budgets – Excluding Salaries



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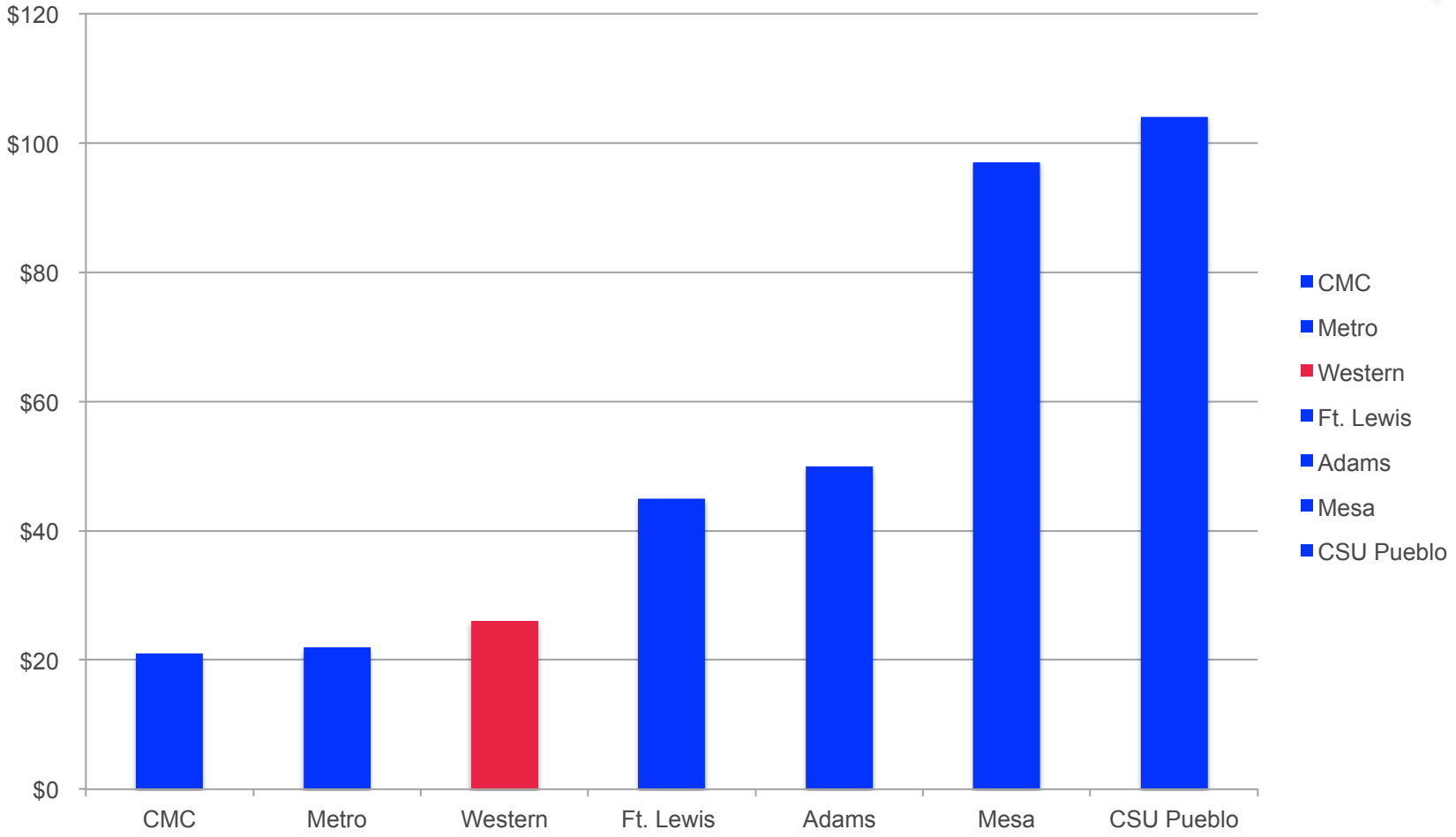
Media Spend Per Student



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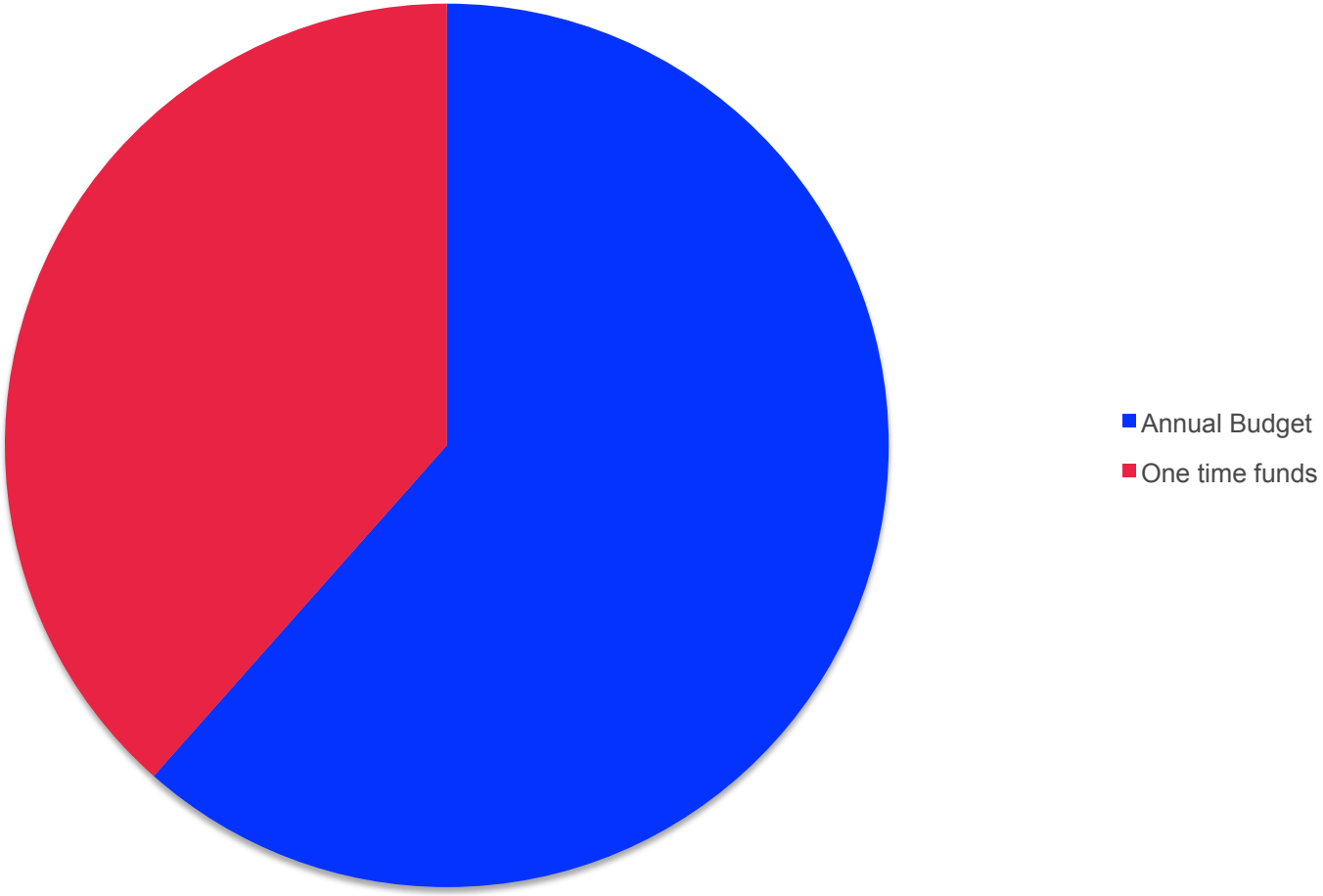
FY 13/14 Budget Sources



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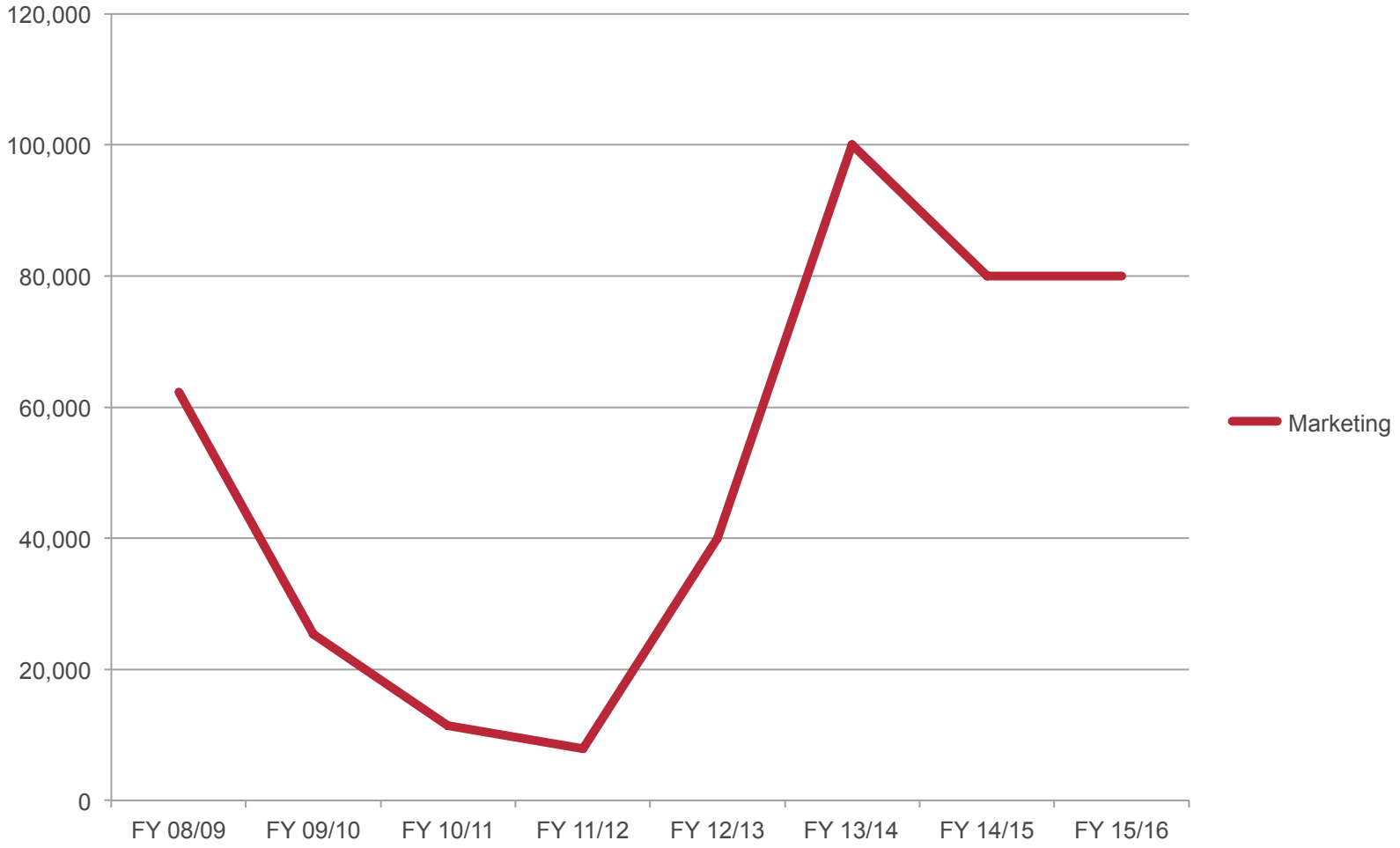
Western Marketing Expenditures



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FY 13/14 Marketing Expenses

Media Target	Cost	Impressions
Gunnison Advertising	$14,940	213,000
Gunnison Signage/ Events	$17,250	60,000
Operating Expenses	$10,410	n/a
Front Range Advertising	$7,400	400,000
Colorado Campaign October - February	$50,000 + Scalable	2,200,000

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One Time Colorado Digital Campaign

- Targeted at 20 high schools that have generated students for Western
  - Columbine, Lakewood, Highlands Ranch, Fountain/Ft. Carson, Buena Vista, Gunnison, Cedaredge, Montrose, etc.
- Saturate with media
- Designed to send traffic to Western.edu
- Entirely digital, completely trackable

Print & Pop Ups

STUDENT.
ATHLETE.

Academics as active as you are.

At Western State Colorado University, you can clear your head on the mountain, and push your mind in the classroom. With faculty as inspiring as the surrounding peaks and average classes numbering just 17 students, you'll discover a private university education at a public university value, deep in the heart of the Rocky Mountains.

That's Learning, Elevated.

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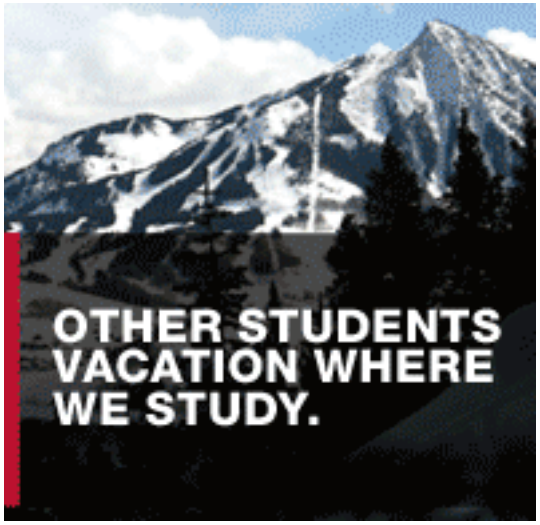
Banner Ads



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YouTube Pre-Roll

YouTube Pre-Roll

Scalable Campaign

- Additional funds add to our 2.2 million impressions
- Monthly analytics
- Target Spring decisions
- $10,000 buys 500,000 impressions
- $5,000 buys 250,000 impressions