



Please see the NAM 5 Program Integrated College Marketing Solutions Platforms – Per School \$3,500.00 USD

Social Media/Revolutionary Facebook College 2nd Connections

NAM Proprietary Facebook Networks –

NOT Facebook Traditional Ads that deliver historic dismal click-through rates – NAM Proprietary Facebook 2nd Connection Networks deliver Interesting & Relevant shared content that has been filtered through a viral human network and thus Trusted & Ultimately acted upon with a call to action response.



Delivering direct viral messaging to the 18-30 target student demographic

Reaching 11 MILLION STUDENTS Nationally

- ** Higher Conversions Through Better Click- through Rates
- ** Zero Wasted Ad Dollars – Better Ad Scheduling
- ** Written With Student Audience in Mind

**** Monthly Active Users ** ** Daily Active Users ** ** Daily New Likes ****
**** More Friends like your brands ** ** Residual Consumer for Life ****

NAM will develop a Facebook College Network for target specific schools in line with client supplied campaign creative.

2 Dedicated NAM Facebook Student Brand Ambassadors per campus responsible for inviting with personalized message no fewer than 500 Targeted friends for the base price listed of \$1250. Once the NAM Ambassador's friends have been invited, subsequent messages related to the client's campaign focused around key dates can be relayed to friends spreading information about client's campaign messaging while at the same time tagging pages.

Every additional 100 friends that the NAM brand Ambassador adds will be an additional cost of \$250 to the overall campaign price of the campus.

This facebook approach is effective from a general branding prospective but also if a client is promoting a certain contest that has dated elements to constantly keep students in the loop as to what will be taking place as well as when and where contests and events will take place.

Investment: \$1250.00 USD/ 500 direct 2nd student connections



Sampling – Street Teams - Hand to Hand - Guerilla

2 NAM Student Agents/Brand Ambassadors
2 Days a week – 4 hours a day – 6 weeks total



Number s a samples distributed will vary based on client resources and campaign specifics

Student agents will utilize campaign specific Twitter account so that client can view and monitors campaign progress in real time and also view student feedback regarding campaign effectiveness.



Dynamic Campus Postering & Wild Postering with Bar Coded Digital Tags (making static creative digital-mobile)

Static Media Digital Content

NewAge Marketing -50 Sutton Avenue – East Providence – Rhode Island – 02914 –
Voice 401-431-0771/ Fax 401-431-0774/ www.CollegiatePromotions.com

200 posters per 2 week interval
6 weeks total per campaign outlines
600 total posters per campaign outline



Exact quantities may vary depending on school size and other factors per client's request.
Additional quantities can be added that will alter the bottom line cost.



Table Tents–Dorm/Dining Halls/Lounges/Computer Centers/Common Areas

150 table tents per 1 week interval
6 weeks total per campaign outline
900 total table tents per campaign outline

Exact quantities may vary depending on school size and other factors per client's request.
Additional quantities can be added that will alter the bottom line cost

Door Hangers – Dorms 65% and Common Areas In Outside Quads 35%

2,500 total door hangers per one time distribution blast (depending on school size, additional door hanger will incur proportional increase in cost).

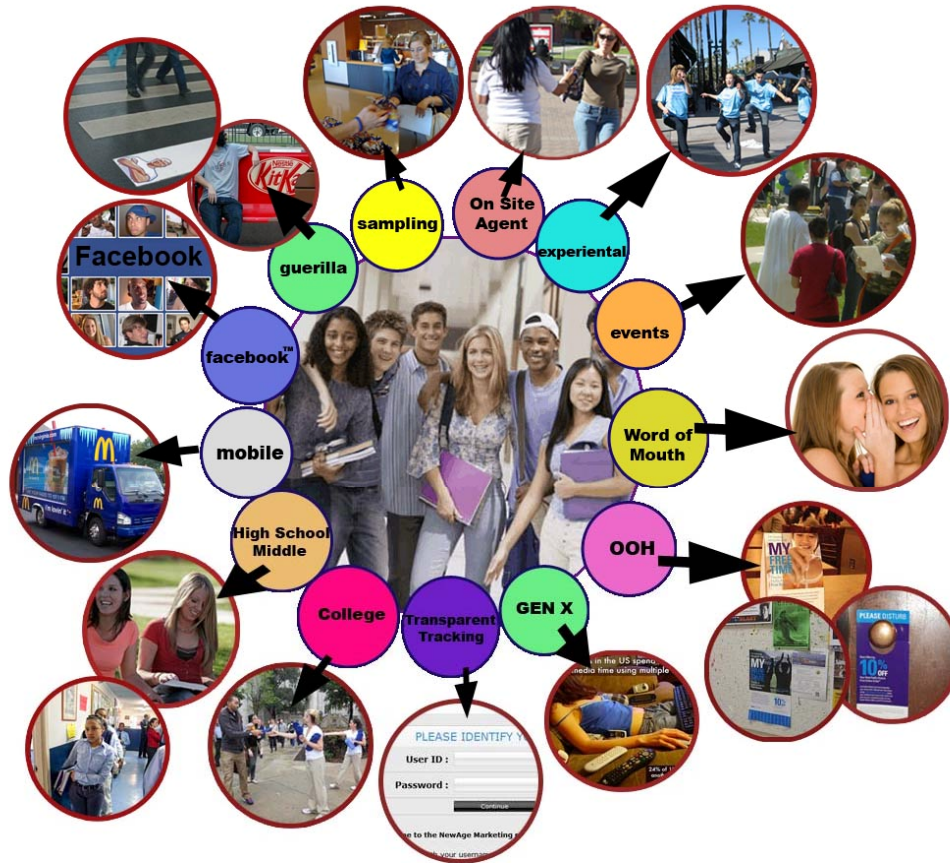
Exact quantities may vary depending on school size and other factors per client's request.
Additional quantities can be added that will alter the bottom line cost

Media Posters – Premium High Traffic Location Placed 4Color

25 Media Poster Distributed per 2 week interval
6 weeks total per campaign outlines
75 total media posters per campaign outline

**Total Campaign Cost per Campus - \$3,500.00 USD
Does not include Production nor Shipping & Handling**

Newspaper placements, NAM Kiosks, Online Vertical College Channel Networks,
Direct Email/SMS/Direct Mail available upon request.





A D V E R T I S I N G A G E N C I E S :

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www.facebook.com/collegiatepromotions.com

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NAM – Youth Marketing Specialist Corp. – PO BOX 1170 – Conway – NH 03818
 (O)888-631-9222 (F) 603-452-5069