

FRESH START guide

Welcome incoming freshmen with your ad in
The Daily Collegian's
Fresh Start.

Fresh Start is a special section published by
The Daily Collegian that is sent to all incoming
University Park freshmen.

This section will be inserted into The Daily
Collegian on Wednesday, Aug. 10, and mailed to this
brand-new, eager audience.*

Get a jump on your Fall Semester success.
Advertise in **Fresh Start** and get your message to
6,000 new customers!

Go with a sure thing. Our independent
market research found that 70 percent of incoming
freshmen said they read the issue of Fresh Start
they received in the mail.

*The Fresh Start special section will not be delivered on campus.



Ad deadline: 4 p.m. Wednesday, Aug. 3
Publication date: Wednesday, Aug. 10
Reduced Summer Rates Apply!



**THE DAILY
COLLEGIAN**

Speak with your Account Executive
or call for more information
at (814) 865-2531

123 S. Burrowes St. University Park, PA 16801-3882