

## **New Notebook Media a Success for Advertisers Targeting College Students**

*University Co-Branded Notebooks are Free to College Students Nationwide*

Los Angeles ([PRWeb](#)) May 20, 2008 -- GPA Media announces tremendous success in its first year publishing spiral-bound notebooks as an alternative media for advertisers targeting college students. [GPA Media](#) is the first and largest company to introduce [free notebook media](#) in the U.S. In its first year, GPA Media has secured ongoing advertising relationships with [major brands](#) such as Disney, Hershey's, Ice Breakers, GEICO, and Procter & Gamble's Crest Whitestrips. Since the release of its first notebooks in Fall 2006, GPA Media has nearly tripled its revenue from one issue to the next.

For the upcoming Fall 2008 semester, GPA Media is distributing its free notebook media at 55 [college campuses](#) in 23 states, including University of California Berkeley (Cal), Oklahoma State, Arizona State University, Miami Dade, and University of Southern California (USC). Each school designs its own front cover and includes university phone numbers, academic calendars and campus maps. Each notebook also includes a [student discount card](#) and tear-out coupons, allowing marketers to run promotions and drive sales. The notebooks are then personally handed out to students the first week of each semester.

Richard West, Vice Chancellor of the Cal State Universities Group, is thrilled about the program. He says, "The notebooks are a blessing for students because they are a free guide to the campus and help students organize their class notes."

GPA Media's notebook media provides marketers with an effective tool to reach the largest and most valuable segment of the 18-24 population - the [\\$200 billion college market](#) --right when they are making purchasing decisions for the first time. Not to mention, college graduates earn on average 60 percent, or \$1 million, more than non-college students over their lifetime. For these reasons, [advertising to college students](#) is often more valuable and results in lifelong customers.

However, it's not easy to reach college students. The media habits and purchasing decisions of college students are different compared to non-college students. College students put more emphasis on the features and benefits of products rather than on imagery or coolness. So, it's essential that marketers select a media that offers both information about benefits and coolness. College students also spend less time with traditional media, so marketers must find non-traditional mediums to reach them. Lastly, college students respond best to media that is college-specific--media that ties into their belief that "my four years of college are the best of my life."

It's no surprise then that GPA Media's notebook media has been successful in the U.S. The university co-branded notebooks appeal to college students and build a one-to-one emotional connection with them.

"We ran a marketing test in the GPA notebooks for our Crest Whitestrips brand in which we specifically advertised to college students and tracked a promotional coupon online," reports Christina Adams of Procter and Gamble. "We had a positive experience working with GPA and enjoyed their innovative way of reaching college



students."

GPA Media's patent-pending notebook media guarantees advertisers more than 5.5 million impressions each semester. An advertisement in its notebook media is also competitively priced compared to college newspapers, and offers nearly 10 times the number of impressions.

"We found the notebooks to be very effective within our media mix on college campuses across the U.S.," says Adriane M. Pond of GEICO. "We aren't just reaching college students in passing. The notebooks are personal, students carry them wherever they go...each semester we can bank on at least 40 impressions per notebook."

#### About GPA Media Corp

GPA Media publishes and distributes its free notebook media--with advertising and promotions inside--to college students. The company uses [recycled paper](#) and ISO 3000 certified manufacturing process. The company was founded in late 2005 by Alex Canasi and Mark Schelbert. The team is joined by Lyle Landon, who serves as EVP of Sales in New York; and Joel Ginsberg, who serves as Director of College Sales in Los Angeles. GPA Media's board members and advisers include: Joel Rudenstein, of Mill Neck Capital and former CFO of TDI Corp (now CBS Outdoor); investors from The Angel's Forum; and Larry Butler, CEO of TrashTalkFCM. GPA Media is a proud member of the Outdoor Advertising Association of America (OAAA) and the National Association of College Stores (NACS).

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