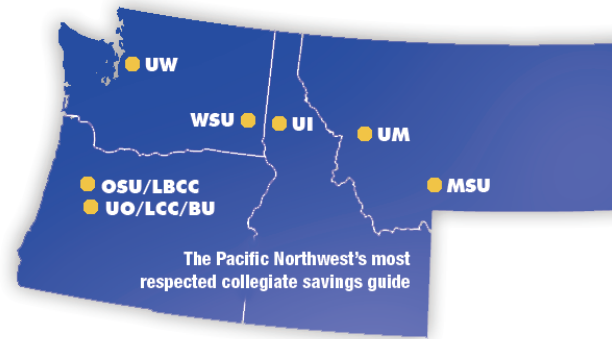


STUDENT SURVIVAL KIT COUPON BOOK

The University-Community Marketing Experts • Classic Direct Mail Edition



EXPERIENCED PROFESSIONALS We're industry leaders in collegiate marketing and sales promotion. Our mission is to connect your business with local college students and staff in an informative, valuable and colorful print & mail product. *It's required reading!*

STRATEGIC DISTRIBUTION Printed editions are delivered by direct mail to UW, WSU, UI, MSU, UM, UO, LCC, BU, OSU and LBCC students. Additionally, we're the *only* coupon book at UW, OSU, UO & WSU distributed to students living in residence halls. Also distributed inside the *MSU Bookstore*, *UM Bookstore*, *The Bookie* at *WSU* and *University Bookstore* at *UW*.

UNIQUE DIGEST-SIZE, FULL-COLOR PRINTED FORMAT Our compact size travels with students in a pocket, purse or auto. Brilliant, high-resolution color printing on high-quality paper stock.

HIGHEST CIRCULATION of any similar coupon book at your university. You reach more of your local students and staff than any other coupon book distributed in your area.

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FREE GRAPHIC DESIGN with professional typesetting, photography & consulting services.

THE ONLY STUDENT SAVINGS GUIDE that returns a portion of revenue to many of the universities we serve.

Our program financially benefits:

- UW Residential Community Student Association
- WSU Residence Hall Association
- UO Residence Hall Association
- OSU Residence Hall Association



GIESA COMMUNICATIONS
INTERCOLLEGIATE SALES PROMOTION



2024-25 Survival Kit Coupon Books • Deadline & Distribution Calendar

UNIVERSITY/COLLEGE	EDITION	QUANTITY	AD DEADLINE	DISTRIBUTION DATES/DELIVERY METHOD
OSU/LBCC Combo Edition CORVALLIS, OR	Spring quarter '24	20,000 copies	2/26/24	3/30/24 - Direct mail to OSU/LBCC, in homes to Greeks
OSU/LBCC Combo Edition CORVALLIS, OR	Fall quarter '24	20,000 copies	8/21/24	9/23/24 - Direct mail to OSU/LBCC, in homes to Greeks
OSU/LBCC Combo Edition CORVALLIS, OR	Winter quarter '25	20,000 copies	12/2/24	1/4/25 - Direct mail to OSU/LBCC, in homes to Greeks
UO/LCC/BU Combo Edition EUGENE, OR	Spring quarter '24	20,000 copies	2/26/24	3/30/24 - Direct mail to UO/BU/LCC, Titan Store/LCC students
UO/LCC/BU Combo Edition EUGENE, OR	Fall quarter '24	20,000 copies	8/21/24	9/28/24 - Direct mail to UO/BU/LCC, Titan Store/LCC students
UO/LCC/BU Combo Edition EUGENE, OR	Winter quarter '25	20,000 copies	12/2/24	1/4/25 - Direct mail to UO/BU/LCC, Titan Store/LCC students
Montana State University BOZEMAN, MT	Fall semester '24	16,000 copies	7/15/24	8/19/24 - Direct mail in apts/homes (USPS) & MSU Bookstore
Montana State University BOZEMAN, MT	Spring semester '25	16,000 copies	12/9/24	1/15/25 - Direct mail in apts/homes (USPS) & MSU Bookstore
University of Montana MISSOULA, MT	Fall semester '24	14,000 copies	7/15/24	8/17/24 - Direct mail to apts/homes (USPS), UM Bookstore
University of Montana MISSOULA, MT	Spring semester '25	14,000 copies	12/9/24	1/11/25 - Direct mail to apts/homes (USPS), UM Bookstore
University of Washington SEATTLE, WA	Spring quarter '24	20,000 copies	2/19/24	3/23/24 - Direct mail to apts/homes, UW Housing, Bookstore
University of Washington SEATTLE, WA	Fall quarter '24	20,000 copies	8/21/24	9/23/24 - Direct mail to apts/homes, UW Housing, Bookstore
University of Washington SEATTLE, WA	Winter quarter '25	20,000 copies	12/2/24	1/4/25 - Direct mail to apts/homes, UW Housing, Bookstore
WSU/UI Edition (students) PULLMAN, WA/MOSCOW, ID	Fall semester '24	25,000 copies	7/15/24	8/17/24 - Direct mail, WSU/UI Housing & WSU/UI Bookstores
WSU/UI Edition (students) PULLMAN, WA/MOSCOW, ID	Spring semester '25	25,000 copies	12/2/24	1/4/25 - Direct mail, WSU/UI Housing & WSU/UI Bookstores
Palouse Survival Kit (residents) PULLMAN/MOSCOW	Summer '24	16,000 copies	4/17/24	5/15/24 - Direct mail, in-homes to 99163 and 83843
Palouse Survival Kit (residents) PULLMAN/MOSCOW	Winter '24	16,000 copies	9/18/24	10/16/25 - Direct mail, in-homes to 99163 and 83843