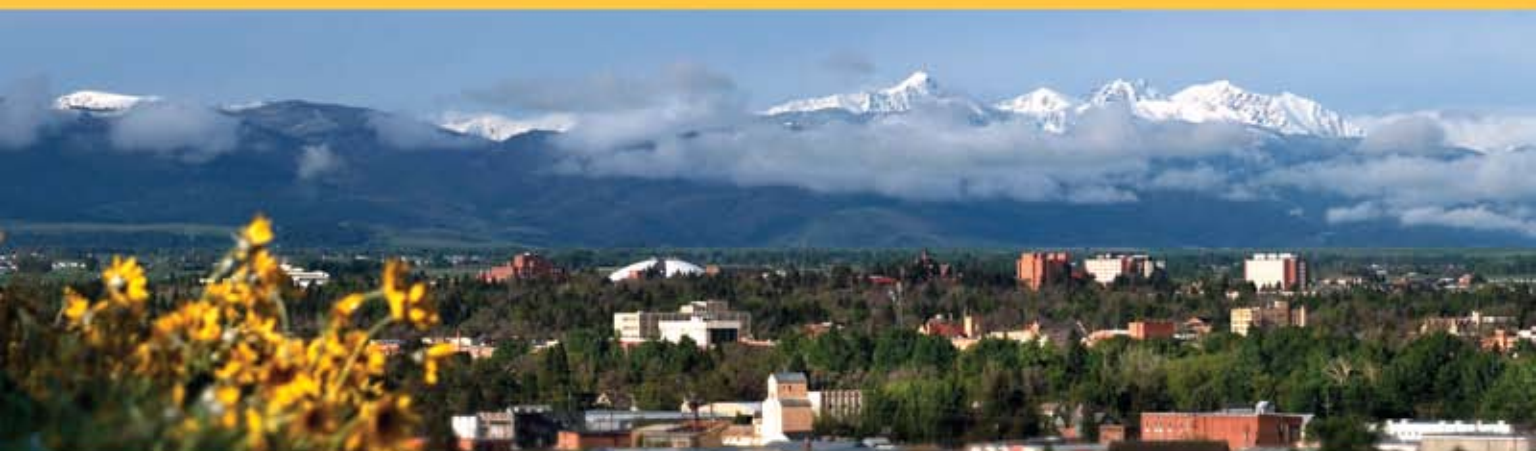


# MSU Pocket Guide 2009-10



Montana State University hosts **12,000** students each year — that's a third of the resident population of Bozeman! Now's your chance to promote your business with this enormous yet untapped local consumer group. The **MSU Pocket Guide**, an annual publication from Outside Media Group (publishers of Outside Bozeman magazine) is southwest Montana's newest and most tightly focused publication, with **10,000 glossy, full-color copies** distributed exclusively on and around the MSU campus from October 2009 through May 2010. This pocket-sized guide is loaded with useful information for all MSU students, from incoming freshman to doctoral candidates.

## POCKET GUIDE FEATURES

- Informative articles
- Product and service directories
- Coupons and discounts
- Community involvement
- Extracurricular activity
- Information about the area
- Gear and equipment rental info
- Bus schedules
- Beautiful photos
- Maps
- Insider tips
- Career info
- Part-time jobs
- Area attractions

## KEY DISTRIBUTION POINTS

- Admissions Office
- New Student Services
- Residence Halls
- Student Union Building
- MSU's Communications Department
- MSU Fridays
- Plus much more!

## BUSINESS BENEFITS

- Exposure to 12,000 students and faculty
- Inclusion in student orientation packets
- Coupons and special discounts attract new customers
- Direct distribution reaches new students and dorm residents
- Track advertising effectiveness through tear-out coupons
- Establish student loyalty for future parent/family patronage

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only 8 cents  
a person!\*

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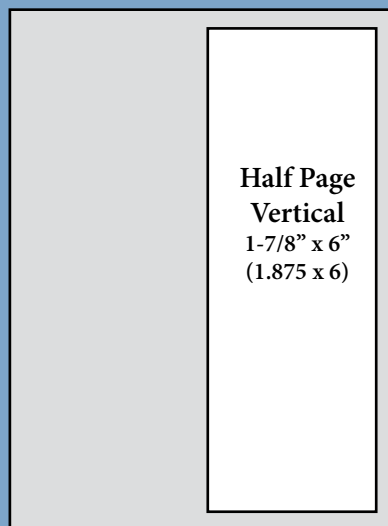
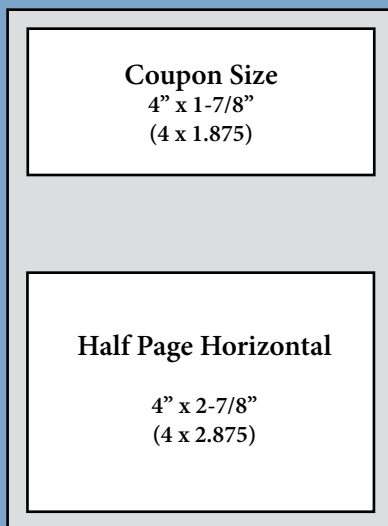
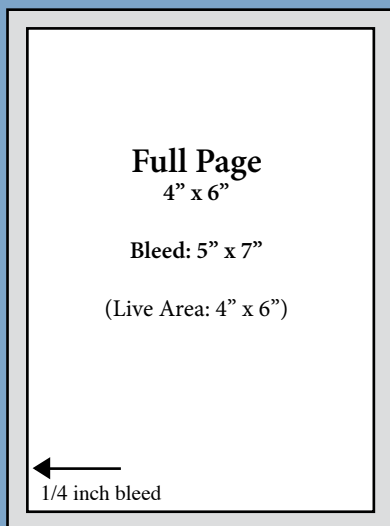
## The Ultimate Student Resource

### SIZING/PRICING INFO

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- Inside Front, Inside Back, Page 3- \$975 + a **FREE** coupon
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“We are very excited about distributing this publication to students and faculty.”

-Jennifer Dunn, Assistant Director of New Student Services



All sizes width by height. Book Size is approx. 4.5 x 6.5 inches.  
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“The Guide turned out wonderfully...Every single one that I had was picked up by parents over parent weekend. They LOVED it!!”

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