

**EMU Marketing and Communications
Advertising Calendar
September 2007-May 2008**

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY
TELEVISION	30-second image spot during EMU televised athletic contests plus sponsorship and spots aired during all 27 MHSAA athletic games from November through April September 7-April Comcast Local and FOX Sports								
RADIO	12-week flight; Image Campaign September 7-November 25 WWJ, WJR			12-week flight; Image Campaign December 31-March 2 WWJ, WJR		12-week flight; Student Recruitment Campaign February 18-April 4 Metro Detroit: CIMX, WHDT, WJLB, WKQI			
OUTDOOR	8-week buy; Image Campaign September 7-November 7 15 billboards along Metro Detroit area freeways			8-week buy; Image Campaign November 7-January 7 15 poster boards along major roads		8-week buy; Image Campaign January 7-March 7 15 billboards along Metro Detroit area freeways		8-week buy; Image Campaign March 7-May 7 15 poster boards along major roads	
	8-week buy; Image Campaign September 7-November 7 4 billboards in Grand Rapids and 1 in Lansing								
	32-week continuous buy; Athletics Warrior Nation (September-November and January-March) and Congratulations Graduates (December and April) September 7-April 30 1 billboard along Michigan Avenue								
PRINT	Fall 2007 College Guides <i>Detroit News/Free Press, Oakland Press, Macomb Daily, Observer and Eccentric newspapers and Royal Oak Tribune</i>								
SIGNAGE	250 campus light-post banners; Image Campaign (plus Foundation, Eagle Crest and Owens) September-Ongoing University name, tagline, picture of nearby building and building name								
	Campus Signage; Image Campaign September-Ongoing University name and tagline								
	12 SMART Buses Through Wayne, Washtenaw and Oakland Counties, King Kong Package (above and below windows between wheel wells); Image Campaign September 15-April Ability to change advertising messages above windows to promote Explore Eastern and Return to Learn open houses, Homecoming and other EMU events								
	One-half Inning LED Advertising, Comerica Park August 7-October (includes two rounds of playoffs, if available)								
	30 Ypsilanti Schools Internal Bus Signage, Student Recruitment Campaign September 7-June								