



2022 MEDIA KIT

Print, Digital, Campus and
Sponsorship Opportunities with
Central Penn College



CENTRAL PENN
COLLEGE



Opportunities

with Central Penn College

Since 1881, Central Penn College has been a leader in career-focused education. We host a full schedule of college and community events on our picturesque, 58-acre campus annually in suburban Cumberland County, Pa., just across the river from the state capital. Signature campus events include the annual Fall Harvest and Alumni Homecoming for our **12,000+** living alumni, the Business Partner of the Year breakfast and Petapalooza, the pet adoption festival.

The College offers the only Conference Center capable of hosting 250 or more guests with fully catered meals, picturesque landscapes, free parking, and WiFi between Harrisburg and Carlisle.

Our alumni magazine *PennDulum* is published three times a year and received by more than 13,000 subscribers throughout the capital region and across the country. Other sponsorship opportunities include sports media guides, the presidential podcast, e-newsletters for alumni and targeted stakeholders, programs and signage for events, to name just a few.

Central Penn College—along with our Education Foundation and Alumni Association—provide valuable support and scholarships to ensure our student have the opportunity to earn the degree or certificate that enables advancement in their field.

With an annual average enrollment of 1,100 students and more than 10,000 average campus guests from the community, alumni, fans, recruits and parents, we are eager to work with partners who wish to form a relationship with the members of the Central Penn College family.



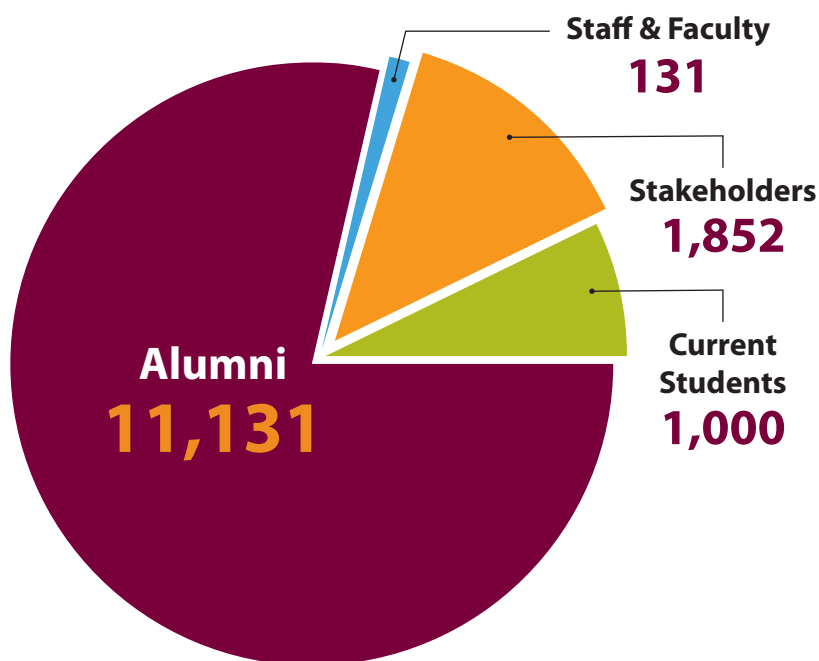
A Great Way To Reach Central PA

Published by Central Penn College since 2000, *PennDulum* is one of the largest alumni magazines by circulation among central Pennsylvania colleges. Each issue of this triannual magazine includes an alumni feature cover story, campus happenings, upcoming events and class notes from alumni, who span eight decades from the Silent Generation and Baby Boomers to Millennials and Generation Z.

Direct reach to
14,000
ALUMNI,
Students,
Parents,
Employees &
VIPS

Alumni Magazine

Total Subscribers: **14,114**



Print Rates for PennDulum

Standard	1X	2X	3X
		(-5%)	(-10%)
Full Page, Color Ad	\$1,795	\$3,410	\$4,846
Half Page, Color Ad	\$995	\$1,890	\$2,686
Quarter Page, Color Ad	\$525	\$997	\$1,417
Inside Back Cover, Color ad	\$2,750	\$5,225	\$7,425

Print Production Schedule

	Reserve Space	Ad Deadline	In-Home Date
Spring	03/01/22	04/01/22	05/01/22
Summer	06/01/22	07/01/22	08/01/22
Fall	10/01/22	11/01/22	12/01/22

Alumni in Business Ads

A special section of *PennDulum* is devoted specifically to our alumni and their business ventures. This is a highly affordable option if you are fresh out of college or celebrating your 30th reunion. Your ad will be prominently displayed within the Class Notes section. Free ad design assistance is available for this section.

\$100 Per Edition

Sports Media Guides

Full Page \$500

Half Page \$250

Inside Front \$750

Inside Back \$750



The Bridge Podcast

Hosted by Dr. Linda Fedrizzi-Williams, President of Central Penn College, The Bridge features interviews with thought leaders, entrepreneurs, change agents and alumni. Guests have included:

- **Betsy Hamm** – CEO, Duck Donuts
- **Patrick Murphy** – former Congressman and Under Secretary of the Army
- **Greg Rothman** – PA State Representative, District 87
- **Joseph Robinson** – Author, Motivational Speaker and Facilitator
- **Kirsten Gulotta '02 & '04** – Transaction Tax Leader, Deloitte Tax LLP – New York City
- **Brian Wanner '90** – Director Talent & Culture, The GIANT Company
- **Kristal Turner-Childs '17** – Deputy Commissioner of Staff, Pennsylvania State Police

Ad Rates

30-Second Spot (with Supplied Copy) – \$50

30-Second Spot (Read by Host) – \$100

60-Second Produced Ad – \$150

90-Second Sponsored Discussion – \$200

Episode Sponsorship – \$250

**Episode Sponsorship +
Featured Guest Selection** – \$500

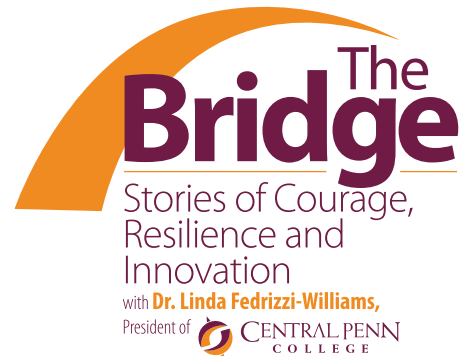
All ads subject to right of refusal by the production staff.

Sporting Event Live Streams

1 Game, 3 Live Reads and Corner "Bug" – \$50

4 Games, 3 Live Reads per Game – \$100

Season-Long Sponsorships – \$500



Other Digital Opportunities

Sports Website Digital Web Sponsorships

- Monthly Rate – \$200

Alumni E-Newsletter

- Issue Rate – \$50

Central Station and Student Central Internal E-Newsletters

- Monthly Rate – \$200

Campus Screen Scapes

- Sponsor for the Academic Year (July – June)
 - New Content Provided Monthly – \$1,800
- Sponsor for the Academic Year (July – June)
 - New Content Provided Weekly \$2,500
- Monthly Content Sponsor
 - \$200 per Month

Grand Package

- PennDulum – 3 full-page ads, including one back cover
- The Bridge podcast – 10 60-second ads
- Sports Media Guide – 3 full-page ads
- Campus Screen Scapes – Weekly content for 12 months
- Central Station & Student Central Emails – 12 monthly ads

\$14,060 VALUE**PRICE \$8,900**

Sir Will Special Package

- PennDulum – 2 full-page ads
- The Bridge podcast – 5 60-second ads
- Sports Media Guide – 3 full-page ads
- Campus Screen Scapes – 6 months
- Central Station & Student Central Emails – 6 monthly ads

\$8,660 VALUE**PRICE \$4,900**

Campus Impact Package

- PennDulum – 2 half-page ads
- The Bridge podcast – 10 30-second ads
- Sports Media Guide – 2 full-page ads
- Campus Screen Scapes – 3 months

\$4,000 VALUE**PRICE \$1,995**

SEE
L
D
N
U
B

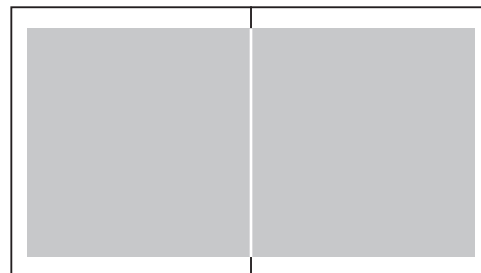


Submitting Artwork

- All print ads should be submitted as CMYK PDF with a resolution of at least **300 dpi**.
- All digital ads should be submitted as PNG or JPG with a resolution of **300 dpi**. (PNG for text-heavy ads; JPG for image-heavy ads.)
- All paid ads can be emailed to:
MarkLockley@centralpenn.edu.

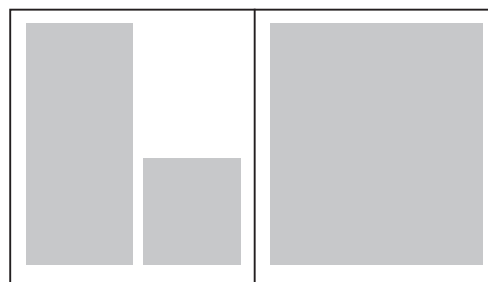
Print Ad Sizes

Two Page Spread



Spread 16.5" x 10.75"

Fractionals

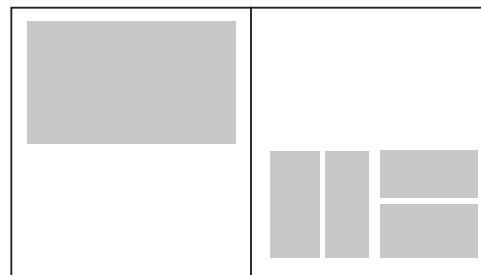


Full 8.25" x 10.75"

Vertical Half Page 4.25" x 10.75"

Quarter Page 4.25" x 5.5"

Fractionals



Horizontal Half Page 7.25" x 4.75"

Vertical 1/8 Page 2.25" x 4.75"

Horizontal 1/8 Page 2.25" x 4.75"

Central Penn College hosts events throughout the year on our 58-acre campus as well as at select community locations. Each event has multiple sponsorship opportunities. Exclusive sponsorships and co-sponsorships are available for most events. Rates based on expected attendance and the nature of the event. Contact us at advertising@centralpenn.edu to become a sponsor.

Fall Harvest Festival

This annual event draws more than 1,000 people to campus, as attendees enjoy food trucks, craft vendors, activities for kids and live music.



Annual Golf Open

Held at Rich Valley Golf, the Annual Golf Open is now in its 51st year and raises more than \$30,000 every year for student scholarships.

100 to 150 attendees



Business Partner of the Year

Local business leaders and employees, along with students, faculty and staff members, attend this signature event.

100 attendees



Vinyl Display Banners at Sporting Events \$1,500 for the season

Wrapping of College Transportation \$3,000 per term (coming soon)

Yard Signs \$500 for 30-day display in 10 locations on campus

*(no political advertising permitted)

Doorknob Signs \$1,800 for 2 opportunities for door hangers an academic year

- \$9 per change per door
- Limited to 2 opportunities per term)

March 2020

CUPPIE Award, Bronze Award in Advertising TV category

March 2018

CUPPIE Award, Bronze Award in Advertising TV category

March 2012

Telly Award, Silver Award in Continuing Ed Campaign TV Commercial category for Doors

March 2012

CUPPIE Award, Bronze Award in Advertising TV category

March 2012

CUPPIE Award, Bronze Award in Electronic Media – Website category

February 2006

21st Annual Admissions Advertising Awards, Gold Award in Outside Transit category for Forensic Criminalistics billboard

February 2006

21st Annual Admissions Advertising Awards, Silver Award in Television Ad category for Our Faculty

November 2005

IABC Harrisburg Capital Awards, 'Best of Show' and 'Most Improved Publication' for the January 2005 issue of PennDulum

March 2005

20th annual Admissions Advertising Awards, Merit Award in Search Pieces category for Got Dreams?

Central Penn College

A leader in career education since 1881

Transforming lives. That's what we've been doing for nearly 140 years.

Our career-focused programs enable our students to transform their lives by landing jobs in their chosen profession. In fact, **88.1%** of our graduates are either working in their field or continuing their education within one year of graduation.*

**Based on graduates for whom we have information during a three-year period: 2017–2020. Three One-Year Graduate Reports were conducted for the academic years: 2017–2018; 2018–2019; and 2019–2020.*

Opportunities Start Here

Central Penn College is a vital educational resource for our students, their families and the surrounding community. We are a career-focused college that offers associate, bachelor's and master's degree programs, as well as short-term certificates.

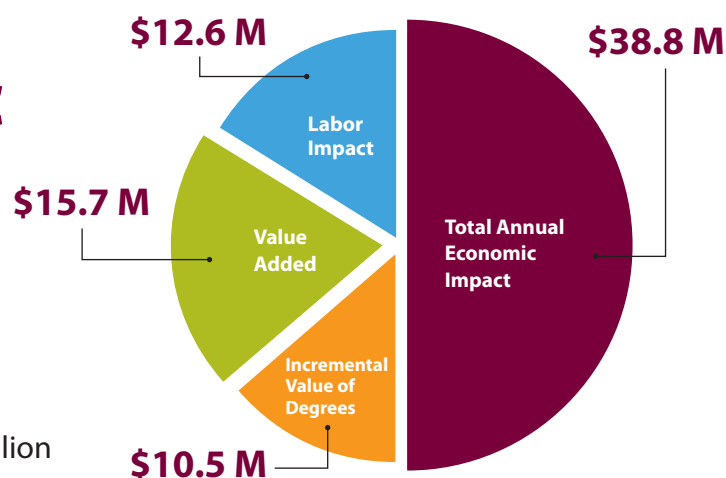
Central Penn College's Annual Economic Impact

■ **Labor Impact** – \$12.6 million

■ **Value Added** – \$15.7 million

■ **Incremental Value of Degrees** – \$10.5

■ **Total Annual Economic Impact** – \$38.8 million



Contact Us

- **Advertising Inquiries** – Advertising@centralpenn.edu | 717.728.2288
- **Artwork** – Send to MarkLockley@centralpenn.edu
- **Engagement Opportunities** – Michael Fedor | Vice President, Advancement & Strategic Initiatives
MichaelFedor@centralpenn.edu | 717.728.2333

11 Things You Didn't Know about Central Penn College

- ① **Live Here Rent Free** – Housing scholarships cover up to 4 years of rent for on-campus living (a \$23,000+ value!).
- ② **Small Class Sizes** – No giant lecture halls on our campus.
- ③ **Degrees that Meet Your Career Needs** – Offering a variety of academic programs at the associate, bachelor's and master's level. Postsecondary and postbaccalaureate certificates available, too.
- ④ **Welcoming Atmosphere** – Here, it feels like family.
- ⑤ **Expert Professors** – They've worked, or continue to work, in their field and bring their real-world knowledge into the classroom.
- ⑥ **Accelerated Terms** – Go full-time, attend year-round and graduate earlier.
- ⑦ **USCAA D2 Athletics** – Compete in varsity college basketball, soccer, baseball and volleyball. Varsity eSports coming soon.
- ⑧ **You Could Be President** – Central Penn has dozens of clubs. It's easy to get involved, meet friends and learn leadership skills as a club officer.
- ⑨ **Convenient Locations** – Summerdale (near Harrisburg), Lancaster and online.
- ⑩ **Graduate Success Rate** – 88.1% of our recent graduates—from the most recent three-year survey period — have landed jobs in their chosen fields.
- ⑪ **The 2+3 Program** – You can earn a law degree in just 5 years, thanks to our innovative partnership with Widener University Commonwealth Law School.

Opportunities Start **Here**

centralpenn.edu



centralpenn.edu