

# [Fall 2011 Publication Dates]

Collegiate Times:  
Publication Dates are **bold**

Special Section: ○

Holiday Special: □

Extra Point: △

Football Hand Out: 🏈

Football Away: 🏈

Silhouette:   
Publication Date:  
September 13, 2011

Bugle:   
Publication Date:  
August 26, 2011

**OCT 11**

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## Lifestyle

*Career and Grad School Guide (September 09, 2011)*

Our specialized guides reach students looking for internships, graduate schools, and jobs. They go on the stands inside the CT just before the biggest events — Engineering Expo, Business Horizons and Fall Focus in the fall as well as Connections Co-op and Internship Fair and CAMEO's Careerfest in the spring. In addition to the 10,000 run each issue, extra copies go to each major career fair on campus.

*Collegiate Living (October 10, 2011)*

Housing defines a student's lifestyle. Tell them all about your digs in the CT's comprehensive guides to student living. Students in the housing market are also buying decor, furnishings, kitchen supplies, storage units, renter's insurance and more!

*Homecoming Guide (October 18, 2011)*

It is the biggest week of the year. As alumni prepare to return to campus and the candidates ready their campaigns for the everlasting honors of King and Queen; the CT will have a complete preview of where to be and be seen during Homecoming and it will be handed out throughout the week to students and alumni.

*The Booze News (October 28, 2011)*

Drinking is part of the college experience. This issue will explore safe drinking habits and also offer students a guide for the best places to have fun during football season and Halloween weekend.

*Get Excited about Spring Break (November 11, 2011)*

Every student has a vision of the perfect Spring Break. First there's the decisions — a week on the beach or on a mission? Then there's the travel arrangements, down to the ride to the airport. Finally, there's always the shopping — we need everything from swimsuits and pedicures to tool belts and work boots!

*Study Break! The Puzzles Edition (December 08, 2011)*

When the stress of finals and term papers is too much, it's time for a break to keep sane. This issue of fun, puzzles, and games is distributed on Reading Day and stays on the stands while supplies last through finals.

*Theme Pages*

These 2 column by 4" full color ads border special content. Act now, they fill up fast!

- *October 14, 2011* - The "Get Ready for Halloween" page is the place to guide buying decisions about costumes and party supplies.
- *October 27, 2011* - The "Halloween Events" page lets students know where they should be for the scariest day of the year.

## Sports

*Extra Point Football Preview (August 26, 2011)*

The CT's season-opener gives you an incredible 50% bonus circulation! 10,000 copies go inside the CT a week before the first home game. At the first home game, we'll hand fans an extra 5,000 copies along with the Extra Point! This is a fantastic value for advertisers who support the Hokies and wish to reach the lucrative football fan market.

### Extra Point

The exciting Gameday edition is a can't-miss opportunity. For home games, Extra Point has expanded Hokie coverage found only in the CT. Best of all, before kickoff, we hand fans 5,000 extra copies in the reserved campus tailgate areas and on the way to Lane Stadium. That's in addition to 10,000 inserted in the CT, a 50% bonus each week! With one buy each game, reach the most desirable target demographic of Virginia Tech football fans — our alumni, parents and other visitors as well as students, faculty and staff. Extra Point ads also come with value-added online advertising that extends the reach and repeat views of your message. For away games, we continue to run special theme-page football coverage in the Friday edition of the CT with back-page, premium-placement, full-color spots.

*Basketball Preview (November 4, 2011)*

The growing excitement about men's and women's hoops may be the best thing to happen to Blacksburg since Beamerball. Get bonus distribution of 1,000 extra copies we'll hand out to fans before the first home game.

*intraMural (December 6, 2011)*

Intramurals are about teamwork, sportsmanship and building a community of Hokies. But they are also about the guts and glory of sports. All of those things will be apparent in the CT's photo-based section chronicling Tech's most thrilling extracurricular activity.

## Must Haves

*Welcome Back (August 17, 2011)*

Give a Hokie Hi to the 30,800 students starting the year. With 14,000 copies printed, Welcome Back is a huge guide to our area for students old and new. You can't beat the reach of Welcome Back — it's placed on every bed in every dorm before move-in weekend AND is in newsstands all over town and campus from Wednesday to Sunday, just in time for the influx of students and parents.

*The 9th Annual Best of Blacksburg (October 25, 2011)*

When Hokies vote you #1, you earn bragging rights for the entire year! Thousands vote in the NRV's original Best of competition. Be sure to ask your account executive for free Best of Blacksburg posters for your business when the voting starts.

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# [Spring 2012 Publication Dates]

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Holiday Special: □

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Football Hand Out: ●

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Silhouette:   
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February 14, 2012

Bugle:   
Publication Date:  
August 23, 2012

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## Lifestyle

*Go Greek (January 09, 2012)*

When freshmen make the trek back to Blacksburg a week early to begin rushing fraternities or sororities, they will be greeted by Go Greek, the CT's guide to fraternity and sorority life at Virginia Tech.

*Collegiate Living (February 01, 2012 [online only])*

Housing defines a student's lifestyle. Tell them all about your digs in the CT's comprehensive guides to student living. Students in the housing market are also buying decor, furnishings, kitchen supplies, storage units, renter's insurance and more!

*Career and Summer Employment Guide (February 07, 2012)*

Our specialized guides reach students looking for internships, graduate schools, and jobs. They go on the stands inside the CT just before the biggest events — Engineering Expo, Business Horizons and Fall Focus in the fall as well as Connections Co-op and Internship Fair and CAMEO's Careerfest in the spring. In addition to the 10,000 run each issue, extra copies go to each major career fair on campus.

*Study Break! The Puzzles Edition (May 03, 2012)*

When the stress of finals and term papers is too much, it's time for a break to keep sane. This issue of fun, puzzles, and games is distributed on Reading Day and stays on the stands while supplies last through finals.

*Goodbye Graduates (May 10, 2012)*

This is the perfect vehicle for making the most out of graduation traffic and for solidifying alumni loyalty to your brand. Members of the Hokie Nation will pilgrimage to Blacksburg many times post-graduation — don't let them forget you.

*Theme Pages*

These 2 column by 4" full color ads border special content. Act now, they fill up fast!

- February 08, 2012 - Celebrate love with flowers, gifts, and dinner with the "Valentine's Day" page.
- March 01, 2012 - Spring Break
- March 15, 2012 - St. Patrick's Day

## Sports

*Spring Sports (February 24, 2012)*

As the weather gets warmer, a new set of Hokie athletes take the field. Baseball, softball and tennis are just a few of the sports that draw crowds to their free events as temperatures rise. Everything you need to know about the sunny sports season will be in the spring sports preview.

*March Madness Guide (March 13, 2012)*

America goes mad for college basketball. Whether the Hokies are on the right side of the bubble or not, the CT will let everyone in on some secrets to win their bracket contests and have fun watching the games.

*NCAA Bracket*

Our bracket contest debuted in 2010 to rave reviews. When you sponsor the 2012 Bracket, you get a package that puts your ad on a pull-out print bracket as well as our exclusive online bracket contest pages. Traffic drives to the pages from personalized contestant leaderboards that are updated every game and featured in prominent ads.

*Spring Game Extra Point (Spring 2012)*

Thousands of people come to campus every April to get that first taste of next season's Hokie football team. The Extra Point will be there to catch them up on all the latest story lines as maroon and white face off in Lane Stadium.

## Must Haves

*Tech Fundamentals (June 18, 2012)*

Be one of the first to welcome new Hokies to the area in the annual Collegiate Times Orientation issue. Getting your name out to freshmen, transfer students, and their families during summer orientation is the best way to attract new customers.

*Welcome Back (August 15, 2012)*

Give a Hokie Hi to the 30,800 students starting the year. With 14,000 copies printed, Welcome Back is a huge guide to our area for students old and new. You can't beat the reach of Welcome Back — it's placed on every bed in every dorm before move-in weekend AND is in newsstands all over town and campus from Wednesday to Sunday, just in time for the influx of students and parents.

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