



# Idaho State University

## OFFICIAL VISITOR GUIDE MEDIA KIT 2021

FULL-COLOR PRINT MAGAZINE • WEBSITE • MOBILE WEB APP

First Issue: March 2021 | Total Readership: 60,000



RESPONSIVE WEB DESIGN » MOBILE WEB APP

[campusvisitorguides.com/ISU](https://campusvisitorguides.com/ISU)

## GROW YOUR BUSINESS

The Idaho State University community provides a huge potential market for your business. Thousands of students, parents, faculty, staff and alumni drive the ISU economy - and the Guide will be one of the most requested publications on campus! The Guide is an invaluable, cost-effective way to target the ISU community, and is also an important opportunity to get your business in front of future students and their parents.

## ECONOMIC IMPACT

With a student body of more than 12,000 students, an alumni network totaling more than 130,000 and with 2,500 faculty and staff members, the Idaho State University community is a major driver of spending and growth in Pocatella. Each year, thousands of ISU students, parents, faculty, staff, alumni and visitors support the local economy through the many products, resources and services offered. The school will use the Guide to inform all visitors of the many exciting on-going initiatives and helpful resources available at ISU, making it a valuable means to grow sales to these active consumers.

**ACT NOW! ADVERTISING SPACE IS LIMITED.**

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**Idaho State  
University**



## DISTRIBUTED TO

- Prospective Students
- Visitors
- Parents
- Current Students
- Campus Tour Groups
- Faculty & Staff
- Alumni
- Conference Attendees
- High School Counselors
- Advertisers

## DISTRIBUTED AT

- Admissions Welcome Center
- Office of Admissions
- Magnuson Alumni House
- Holt Arena
- Reed Gym
- Campus Rec. Center
- Stephen's Performing Arts Center Venues
- University Bookstores
- Campus Information Center
- Career Center
- Marketing and Communications
- Convention & Visitors Bureau
- Family Weekend
- Office of Financial Aid and Scholarships
- Graduate School
- Office of Human Resources
- Eli M. Oboler Library
- ISU Diversity Resource Center
- Idaho Museum of Natural History
- Student Success Center
- New Student Welcome Packs
- Off-Campus Student Housing
- On-Campus Conferences
- On-Campus Dining Facilities: Rendezvous, Turner Commons, Student Union
- Campus Open House Events
- Orientation (grad, undergrad & faculty)
- Registrar's Office
- University Housing Facilities
- Pond Student Union
- University Colleges/Departments
- Pocatello Visitors Center
- Pocatello-Chubbuck Chamber of Commerce

## THE OFFICIAL VISITOR GUIDE

### Print Magazine

This beautiful full-color magazine will help to enhance the on-campus experience for Idaho State University. The Visitor Guide will provide useful and informative material for the entire university population. The Guide will be free to everyone and will be available at the various distribution points and events listed on the left of this page. The Guide will be one of the most requested print publications on campus, making it one of the best ways to reach the university community.

### Website

There will also be a website edition of the ISU Visitor Guide. All of the editorial content in the printed Guide

will appear on the website; the online edition of the Guide will also feature live links that direct traffic to official ISU and advertiser web pages. The website will expand your reach to the university community.

### Mobile Web App

The free mobile web app edition of the Guide is a smartphone- and tablet-friendly extension of the website. This version of the Guide will contain the same invaluable content as the print and web editions, enhanced with custom GPS tours and other advanced features. Your exposure on this web app will promote your business to visitors on the go, letting you leverage new, powerful and effective marketing techniques.



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Dear Area Business Owner/Manager:

Idaho State University has partnered with Momentous Campus Media to produce our annual Visitor Guide Publication.

We invite you to join others in the local community, advocating on behalf of the University, by joining in the sponsorship of this publication with your advertisement.

The Idaho State Visitor Guide will be designed and written by the University. It will be distributed to visitors, prospective students and their families, student body, alumni, faculty, staff and friends and supporters of the University.

It features a campus map and building directory, information about current programs and activities, and will feature highlights of the ISU campus and the Southeast Idaho region.

The Visitor Guide is an excellent opportunity to showcase your business or service among the visitors to Idaho State University. Thousands of visitors pass through the Campus Visit Program, conferences, open houses, and other events annually.

With a reach of this magnitude, your advertisement will be noticed, providing you with an excellent return on your marketing investment.

We appreciate your support of Idaho State University and encourage you to participate in this exciting publication.

Sincerely,

A handwritten signature in black ink that reads 'Nicole Joseph'.

Nicole Joseph  
Director of Admissions