Connect your business with the Stanford market.
Stanford Directory

Stanford’s official phone book.

*It’s more than a Yellow Pages.*

A total of **18,000 directories** are distributed each year to Stanford students, faculty, and staff. In addition to listings of organizations, departments, and faculty and staff, the directory contains **100 pages** of advertisements and coupons to local restaurants and retailers. **265 local businesses** were featured in last year’s directory.

The Directory was used **1.2 million times.**

- **Dining Guide**: 125,000 times
- **Yellow Pages**: 96,000 times
- **Coupons**: 209,000 times

**STANFORD DIRECTORY**

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$1425</td>
</tr>
<tr>
<td>COUPON</td>
<td>$350</td>
</tr>
<tr>
<td>FULL PAGE COUPONS</td>
<td>$1900</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>$825</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>$475</td>
</tr>
<tr>
<td>EIGHTH PAGE</td>
<td>$325</td>
</tr>
</tbody>
</table>

**SPECIAL OPTIONS**

- Covers & Inserts: Available upon request
- Knock-Out: $225
- Red & Black Color: $225
- Red & Black Color/Knock-Out Combo: $375
- Full Color: $450

**TEXT OPTIONS**

- First Line Listing: $100
- Additional Line Listings: $50

**HOW EFFECTIVE IS THE DIRECTORY?**

See Page 7 for our market research statistics.
Unofficial Guide to Stanford

A guide to Stanford and the Bay Area
The best way to inform students of your business.

13,500 guides are distributed to undergraduate, graduate, and prospective students. Each guide contains information about Stanford and the Bay Area, advertisements, and local business and dining coupons. Full-color, full-page advertisements are available for exclusive exposure.

The guide contains over 250 pages of content.

► Information on Stanford history and traditions
► Dining and Nightlife in the Bay Area
► Travel and Transportation
► Business Listings

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**SPECIAL OPTIONS**

Cover
- Red & Black Color $225
- Full Color $375

Available upon request

**TEXT OPTIONS**

First Line Listing $100
Additional Line Listings $50

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**AD OPTIONS**

**FULL PAGE**

$1425 4¼ x 7"

**HALF PAGE**

$825 4¼ x 3 ¾"

**QUARTER PAGE**

$475 4¼ x 1 ¾"

**COUPON**

$350 3 ¼ x 2 ¼"
On-Campus Flyer Distribution

The official on-campus distributor

*Announce special events and deals in print.*

**Target specific student audiences** throughout the year or for specific promotional events, such as upcoming sales, new product offerings, holiday and special events, or recruiting for internship & fulltime employment. Multiple deliveries each week allow you to use the service exactly when you need it.

*Please bring flyers in 2 days before distribution.*

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Get seen by the right people

by customizing your target audience.

- Target the exact audience you want
- Flyers stay up for an average of 1 month
- Current clients include Disney, Stanford Summer Session, and Bain & Company

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Targeting the right students can make a huge impact on a flyer’s response rate. Fortunately, SSE offers a variety of flyer distribution options.

### UNDERGRADUATE RESIDENCES

<table>
<thead>
<tr>
<th>Bulletin Boards</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Undergraduate (525)</td>
<td>$700</td>
</tr>
<tr>
<td>Residence Facilities (850)</td>
<td>$800</td>
</tr>
</tbody>
</table>

### GRADUATE RESIDENCES

<table>
<thead>
<tr>
<th>Bulletin Boards</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residence Bulletin Boards (355)</td>
<td>$700</td>
</tr>
</tbody>
</table>

### CENTRAL CAMPUS

<table>
<thead>
<tr>
<th>Bulletin Boards</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Quad (110)</td>
<td>$300</td>
</tr>
<tr>
<td>Technical Bulletin Boards (100)</td>
<td>$200</td>
</tr>
<tr>
<td>Central Campus Combo (A+B = 150)</td>
<td>$450</td>
</tr>
</tbody>
</table>

### SCHOOL OF BUSINESS

<table>
<thead>
<tr>
<th>Bulletin Boards</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Student Mailboxes (780)</td>
<td>$550</td>
</tr>
<tr>
<td>B. Bulletin Boards: Academic Building (15)</td>
<td>$250</td>
</tr>
<tr>
<td>C. School of Business Combo (A+B = 795)</td>
<td>$650</td>
</tr>
</tbody>
</table>

### SCHOOL OF LAW

<table>
<thead>
<tr>
<th>Bulletin Boards</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Student Mailboxes (600)</td>
<td>$550</td>
</tr>
<tr>
<td>B. Bulletin Boards: Academic Building (15)</td>
<td>$250</td>
</tr>
<tr>
<td>C. Law School Combo (A+B = 615)</td>
<td>$660</td>
</tr>
</tbody>
</table>

### SCHOOL OF MEDICINE

<table>
<thead>
<tr>
<th>Bulletin Boards</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Mailboxes (500)</td>
<td>$550</td>
</tr>
<tr>
<td>Bulletin Boards (25)</td>
<td>$250</td>
</tr>
</tbody>
</table>
A convenient map of local retailers

*Put your business “on the map” with ease.*

With **50,000 printed** each year, this two-sided map shows Stanford’s campus on one side and nearby Palo Alto businesses on the other. Freshman are given a map the first week they arrive on campus and typically familiarize themselves with nearby retailers and restaurants. Maps are distributed on campus in areas that attract frequent visitors and off campus at locations such as the San Jose Airport.

The map is a popular resource among visitors to find nearby retailers.

- Emphasize your business’ close proximity to Stanford campus
- Make sure customers have an easy time finding your business location
- Full color and glossy print

**ADVERTISEMENT OPTIONS**

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship Ad &amp; Cover</td>
<td>Available upon request</td>
</tr>
<tr>
<td>Business Card (Color)</td>
<td>$2000</td>
</tr>
<tr>
<td>Logo Listing</td>
<td>$400</td>
</tr>
<tr>
<td>Description (50 word cap)</td>
<td>$600</td>
</tr>
</tbody>
</table>
Stanford Calendar

A brand new way to reach the masses
Reach over 7,000 Stanford undergraduates at once.

7,000 calendars will make its way to each of Stanford’s undergraduate students at the beginning of the academic year. This calendar will feature student photography and will be a brand new way for your business to engage with students year-round.

This calendar will be a popular resource among students year-round.

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2  $200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>12</td>
<td>13 $300</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
</tr>
<tr>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
</tr>
</tbody>
</table>

**BC/COUPON**

$600

**BC/COUPON**

$600

**BC/COUPON**

$600

**ADVERTISEMENT OPTIONS**

- One-Week Description $300
- Two-Day Description $200
- Business Card/Coupon $600
- Add Logo $75
SSE Advertising Survey Statistics

Find out how often our print materials are used.

To find out how much the Stanford community utilizes the Directory and Unofficial Guide, SSE conducted a campus-wide survey in Fall 2010 and received over 350 responses.

HOW WELL ARE THE DIRECTORIES DISTRIBUTED?

11,288 directories are delivered directly to students’ doors throughout campus
14,062 directories are delivered to departments of faculty and staff
1,650 directories are kept on reserve to be delivered throughout the year

HOW OFTEN IS THE DIRECTORY BEING USED?

The total annual usage of the Stanford Directory per section was examined through another survey by SSE.

How often is each section used?
- Organizations & Services: 150,188 times
- Offices & Departments: 226,125 times
- Medical Center Directory: 106,875 times
- Faculty & Staff Directory: 254,813 times
- Dining Guide: 124,875 times
- Yellow Pages: 96,188 times
- Coupons: 208,688 times

~1.2 million uses of the Directory in 2010

HOW WELL ARE THE GUIDES DISTRIBUTED?

90% of students are familiar with the Stanford Unofficial Guide
70% of students own a copy of the Guide by early Fall quarter
69% of students are likely to use the guide within their first quarter

HOW LIKELY ARE STUDENTS TO USE THE GUIDE?

Very likely: 44%
Somewhat likely: 25%
Somewhat unlikely: 24%
Very unlikely: 7%

HOW EFFECTIVE ARE THE GUIDE COUPONS?

57% of students view dining coupons within the first quarter
39% of students view business coupons within the first quarter
35% of students are much more likely to choose businesses that provide coupons in the guide