

**Summer @ Ohlone 2006
Registration Promotion**

Argus “Post-It Note” Ad—107,293 readers
Runs Sunday, May 14th in Fremont, Newark and Union City

Other newspapers—

India Post (English) 138,310, weekly
La Oferta (Spanish language) 100,000 readers, weekly
World Journal (Chinese) 250,000, daily
Tri-City Voice (English) 23,000, weekly

Mail Out Post Cards—137,000 residents of Fr, Nw, SJ, Pleas, UC, Hay, Milp

Summer Registration Banner—Approximately 35,000 drivers pass Ohlone daily

94.9 Bomb Concert—May 3rd, 18,000 attendees (*HP Pavilion, SJ*)

College Bound Magazine—circulation of 75,000

-Print Ads: 50 responses/month

-Online: 115 responses/two months <http://www.collegebound.net/college/ohlone-college/>

Radio—K-WYLD-94.9 663,200 listeners

KOHL 98.3

See attached info on listeners from B. Dochterman

Naz Cinemas—(*Indian movie theater in Fremont*)

520,000 viewers per year, 30-45,000 per month, 10,000 per week

Movie slides, banner, class schedule rack—6 screens

Fry’s Electronics—Class schedule rack (*approx. 90/week*)

Century Theaters Movie Slides—

Union City, Milpitas, Fremont & Newark (total of 60 screens, 216,000 viewers)

Bus Stop Ads—Average of 35,900 people per six spots daily (total 215,400)

Newpark Mall--30,000 visitors per week

Video ad on Directory, 6’ x 4’ signs in four locations

High school newspapers or web sites--7,000 minimum

Colleges--CSU East Bay--25,000

Email—(SS) 3,100 non-returning after Fall, providing link to Su/Fa schedule
27,000 former students re: Summer/Fall schedule

Direct Marketing	274,393
One-Time Print Ads	618,310
Movies, Radio, Web	907,200
Walk or Drive-by	280,400