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/](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