

# ADVERTISING UPDATE – Spring 2008

**DATE:** December 7, 2008  
**TO:** WLAC Faculty, Staff & Administrators  
**FROM:** Michelle Long-Coffee, Advertising/PR

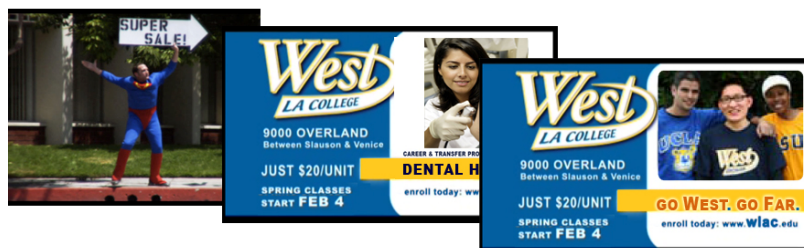
The Spring campaign will consist of **4 large billboards** in congested, high-traffic areas to raise awareness of our location and create a positive impression of the college. The campaign will also include **cable ads** over 5 weeks in the West LA and Central zones. About two-thirds of the ads will run on stations targeting younger adults such as VH1, MTV and Toon (Adult Swim). The other ads will run on stations including TNT, TBS, Food, BET, and the Comedy Channel which reach younger and mature adults. The **mass mailed mini-spring schedule** will feature a cover coordinating with the billboard and cable campaigns. And, the **entrance banners** inviting passer to enroll will also coordinate with the ad campaign.



**BILLBOARDS GO UP between Dec 17 & Jan 14.**  
 LOCATIONS: Sepulveda near La Tijera, La Cienega between Jefferson & Rodeo. Venice near Motor. Crenshaw near Stocker



**MINI-SCHEDULE COVER**



**CABLE SPOTS RUN the weeks of Dec 10, 17 & 31 and the weeks of Jan 7 & 14.**

**CABLE SCRIPT:** Don't let your part time job become your career  
 In as little as two years or less, West LA College can train you for in-demand careers or help you complete the first two years of your bachelors degree and transfer to a university.  
 As a community college, tuition is a low \$20 per unit with financial aid available.