



Collegiate Presswire by Marketwire

College and University Media Distribution

Tap into the lucrative college and university market

Collegiate Presswire by Marketwire is the leading press material distributor to college and university media in North America. Deliver your press releases, media alerts, news flashes and ready-to-run press materials to thousands of campus newspapers and hundreds of campus radio stations.

Reach a potential audience of 10 million students with your message through Marketwire's Collegiate Presswire.

Get broader reach and more distribution choices

Marketwire's Collegiate Presswire is now available in five circuits, giving you more choices to reach North America's campus newspapers and radio stations:

- **Collegiate Presswire North America** – Select the circuit more and more organizations are choosing and reach approximately 1,700 college and university newspapers across all of North America – the most comprehensive collegiate press distribution available.
- **Collegiate Presswire US** – Deliver your news to more than 1,500 US college and university newspapers.
- **Collegiate Presswire Canada** – Reach nearly 200 Canadian college and university newspapers with your news – double that of previously available circuits.
- **Collegiate Presswire Radiowire US** – Target dozens of broadcast media markets through 450 college campus radio stations with your news. Radiowire is an ideal stand-alone or add-on option for your Presswire distribution.
- **Collegiate Presswire Plus Radiowire US** – Select one package and send your news to more than 1,500 US college and university newspapers and 450 college radio stations.

With any circuit you choose, your news reaches websites such as AOL, MSN, and Yahoo!, and news aggregators like Comtex.

Collegiate Presswire by Marketwire – a trusted source

College media outlets as well as agencies, corporations and non-profits rely on Marketwire's Collegiate Presswire to help them receive and send quality content for publication and broadcast. Take advantage of one of these powerful distribution circuits today.

For more information on Collegiate Presswire by Marketwire or all of Marketwire's communication solutions, contact your local representative.

71% of college students read at least one of the last five issues of the college paper. By contrast, 46% of students read the print version of at least one national newspaper in a typical week.

-- Student Monitor, Lifestyle and Media study

Seventeen million people are now enrolled in US colleges, the largest number in history.

-- Wall Street Journal

Students spend \$182 billion a year -- \$46 billion of which is discretionary spending, up 12% from last year.

-- The 5th Annual College Explorer Study

