

# YOU WANT TO GET AN EDUCATION FROM A UNIVERSITY THAT GETS YOU.



**CLIENT:** University of Maryland University College

**CAMPAIGN CONSISTED OF:** Cover 1+2, Page 2-3 spreads, Full page & Half page horizontal ads

**RESULTS:** Delivered 8.1 million gross impressions

Source: Nielsen Scarborough 2018 R1.

University of Maryland University College came to Metro to help promote the launch of a new online degree program in Philadelphia.

**CHALLENGE:** Large state university was looking to launch an online-only degree program in a huge way, with Philadelphia as a test market. The plan included print, digital, outdoor, transit and television throughout the Philadelphia market starting in June.

**SOLUTION:** Metro came up with a program that allowed them to do Cover Wraps and high-impact premium positions, including Page 2/Page 3 spreads. As Philadelphia's largest circulation daily newspaper (with exclusive distribution rights on SEPTA stations and platforms), Metro offered UMUC the perfect complement to their outdoor transit plan, which included platform billboards, station takeovers and bus wraps.

**TIMING:** June-September.

**OUTCOME:** Metro performed so well that the client decided to keep an ongoing presence in the paper for the year following their June launch. The client was very happy with the results of their Metro advertising. The campaign achieved an estimated reach of 666,200 adults 18+ in Greater Philadelphia or 10.3% of its 6.5 million population. The campaign delivered 8.1 million gross impressions.

# Campaign Creatives

**NEWS**

## Duck boats are dangerous and should be banned, Philly lawyer says

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**Tragically, it appears that numerous recommended life-saving safety improvements were never made to the duck boats — before and after the fatal 2010 Philadelphia disaster.**

**MADE FOR YOU**  
Call 844-404-UMUC or visit [UMUC.EDU](http://UMUC.EDU)

**UNIVERSITY OF MARYLAND**  
STATE UNIVERSITY • GLOBAL CAMPUS

**BECAUSE SATS AND GREs ARE LESS IMPORTANT THAN A LITTLE SOMETHING CALLED HUSTLE.**

Founded for working adults

HALF PAGE

## 80% OF NURSES SHOULD HAVE A BACHELOR'S DEGREE BY 2020.

Unlock your career potential in nursing with the CCNE-accredited RN-to-BSN program at University of Maryland University College. Developed with input from industry experts, our program can help equip you to take on more responsibility and provide exceptional patient-centered care in challenging settings. Our advisors can help you explore ways to reach your degree more affordably through a variety of scholarships and financing options you may be eligible for. Plus, you could earn up to 30 credits for your required nursing courses, associate's degree, prior college coursework, and military experience and training.

**CCNE** ACCREDITED

The baccalaureate degree in nursing at UMUC is accredited by the Commission on Collegiate Nursing Education, 555 E. Brent, NW, Suite 750, Washington, D.C. 20001, 202-887-6781. CCNE is a nationally accrediting agency recognized by the U.S. Department of Education.

Apply by August 13 and we will waive your application fee.

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Call 844-404-UMUC or visit [UMUC.EDU](http://UMUC.EDU)

**UNIVERSITY OF MARYLAND**  
STATE UNIVERSITY • GLOBAL CAMPUS

FULL PAGE

## YOUR SCHEDULE IS SET, SO OURS ISN'T.

University of Maryland University College was founded more than 70 years ago for working adults like you. Today, our rolling admissions and multiple sessions each semester mean the classes you get a chance, you can get started. Earn your degree online from a respected state university.

Apply by August 13 and we will waive your application fee.

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COVER 1-2 (cover shown)

# YOU WANT TO GET AN EDUCATION FROM A UNIVERSITY THAT GETS YOU.

University of Maryland University College was founded to bring a respected state university education to working adults like you. With frequent start dates, rolling admissions, no-cost online resources in place of most textbooks, convenient online and hybrid courses, and more than 90 programs and specializations, we are committed to giving you an education to help you build the career and life you've always imagined.

**Undergraduate classes start June 18.**

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**UNIVERSITY OF MARYLAND**  
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PAGE 2-3 SPREAD