



G R E A T
N O R T H E A S T

**H O M E
S H O W**

presented by TIMES UNION

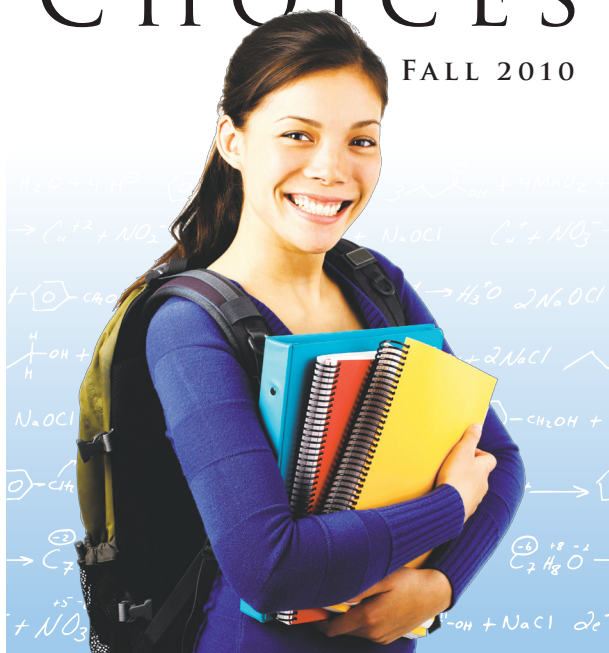
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COLLEGE CHOICES

FALL 2010

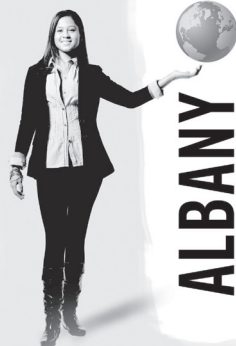


BRYANT & STRATTON COLLEGE
CONCORDIA COLLEGE
MARIA COLLEGE
NEW YORK STATE HIGHER EDUCATION
SERVICES CORPORATION

THE SAGE COLLEGES
SUNYIT
UNIVERSITY AT ALBANY

UNIVERSITY AT ALBANY
State University of New York

ALBANY EDU



THE UNIVERSITY AT ALBANY PUTS
A WORLD OF OPPORTUNITY WITHIN REACH...

NATIONALLY RANKED ACADEMICS, INTERNSHIPS AND
STUDY-ABROAD OPPORTUNITIES.

DIVISION I ATHLETICS AND A GLOBAL NETWORK OF
MORE THAN 151,000 ALUMNI.

THE WORLD WITHIN REACH

UNIVERSITY AT ALBANY

THURSDAY, OCTOBER 14, 2010 PAGE 2

UNIVERSITY AT ALBANY:

ALBANY, UNIVERSITY AT ALBANY, STATE UNIVERSITY OF NEW YORK

The University at Albany puts the world at your doorstep. Within three miles are opportunities to study and learn with people from around the globe. Intellectually and socially, you're immersed in a new world, one brimming with opportunities for discovery. You gain fresh insights from new challenges, new people, and new adventures. Experiences that lay the foundation for you to succeed in life.



THE POWER OF DIVERSITY.
You'll meet students from all over New York, from across the country, and around the globe. You'll learn from their experiences and perspectives, and you'll share yours. That's the power of diversity. It's the power of discovery. It's the power of growth. It's the power of success.

IN THE HEART OF THE STATE CAPITAL.
Albany is in the heart of New York, a state where opportunity and innovation are the norm. It's the heart of the state capital, where you'll find the heart of the state government. It's the heart of the state capital, where you'll find the heart of the state government.

STUDYING ABROAD OPPORTUNITIES.
You'll have the chance to study abroad in over 100 countries. You'll have the chance to study abroad in over 100 countries. You'll have the chance to study abroad in over 100 countries.

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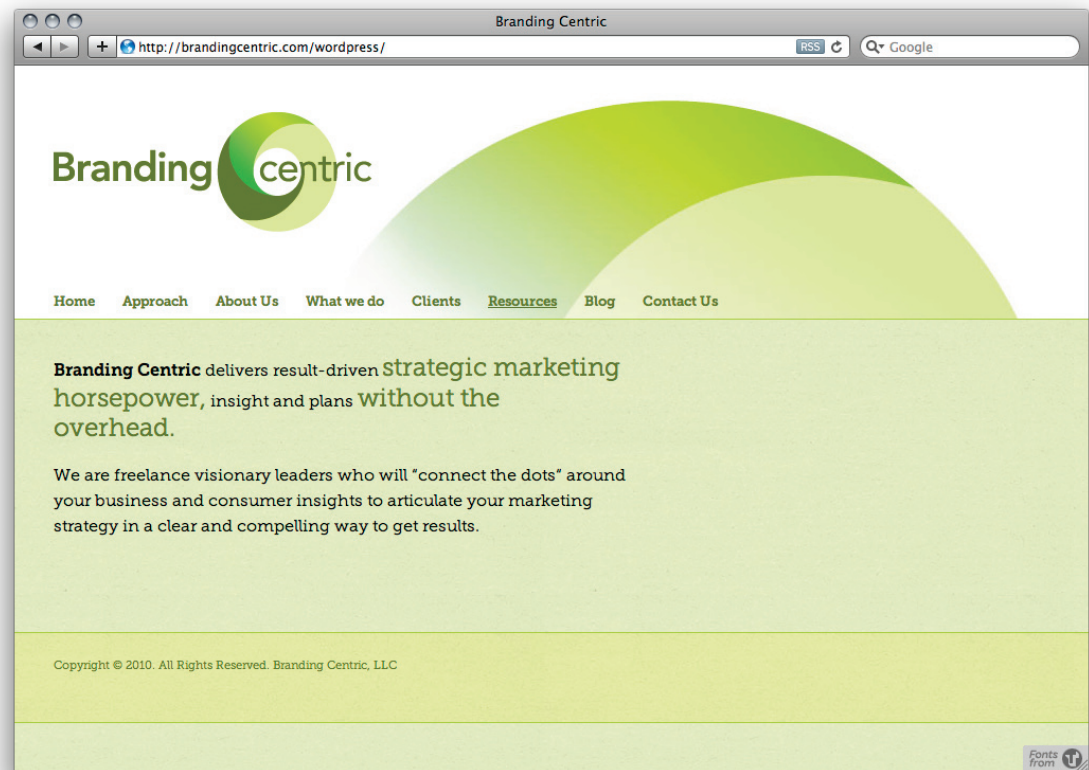
WHO STUDIES AT ALBANY?
Students from all over the world study at Albany. Students from all over the world study at Albany. Students from all over the world study at Albany.

ACADEMIC REPUTATION.
Albany is a nationally ranked university. Albany is a nationally ranked university. Albany is a nationally ranked university.

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Reach 2 out of 3!

SPEND LESS, REACH MORE, GET RESULTS WITH THE TIMES UNION

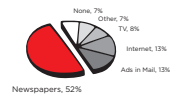
THE TIMES UNION, IN PRINT AND ONLINE, IS THE SMART PLACE TO START.
As the #1 Capital area newspaper and media web site, the Times Union reaches more than 2 out of 3 adults every month. That's more than 459,000 and counting!

Times Union print and online readers have a higher level of education and with \$16.4 billion in annual household income, they have more buying power than the audience of any other local media outlet.



Retail

Newspaper advertising is the most valuable tool in planning shopping*



Times Union households spend over:
\$45 million on household items and \$173 million on apparel annually.

Times Union reaches shoppers:

Stores shopped past 3 months	% reach
Bookstores	72%
Clothing stores	68%
Department stores	68%
Home accessory stores	70%
Jewelry stores	63%
Music/video stores	72%
Office supply stores	71%
Pet stores	70%
Shoe stores	69%
Sporting goods stores	69%
Toy stores	74%



Times Union Advertising. Delivering Results.
Print | Online | Direct Mail | SEM | Magazines



Jobs & Real Estate

Movers and Shakers

61% of job seekers read the Times Union in print or online in a typical week.

79% of those that bought or sold a home in the past 12 months were Times Union readers.



Cars

Check out those wheels

In the next 12 months, Times Union readers will spend \$775 million on new and used vehicles

Get their motors running

75% of adults planning to buy a new car in 2008 read the Times Union.



Travel

Out and About

80% of Times Union readers took a trip within the United States in the past year and 50% of those were within a 2 hour drive of Albany.

So if you really want to see results, advertise with us. Contact your Times Union representative or call 518-454-5580 today. You have everything to gain.

Reach 2 out of 3!

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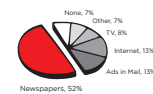
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*Source: Mori Research 2006, New America Shops and Spends. All other data from Scarborough Research 2006.



Times Union Advertising. Delivering Results.
Print | Online | Direct Mail | SEM | Magazines

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LT2008-1

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Print | Online | Direct Mail | SEM | Magazines



Entertainment

Times Union readers are entertainment seekers

89% attended an arts, sporting or other event in the past 12 months.

- 76% attended an arts event
- 56% attended a sports event
- 46% visited a fair or theme park



Restaurants

Big Eats

70% of Times Union readers dine out each week spending an estimated \$13 million dollars on fast food and sit-down meals.

All data from Scarborough Research 2008.

So if you really want to see results, advertise with us. Contact your Times Union representative or call 518-454-5588 today. You have everything to gain.

Reach 2 out of 3 | Campaign

