



Foster <sup>the</sup> Future  
with Cal State Fullerton

MEDIA KIT



# REACH YOUR TARGET

Students at California State University, Fullerton (CSUF) strive to Reach Higher every day inside and outside of the classroom as they work to achieve their academic, career, and personal goals. As with all students, they are busy balancing studying, homework, exams, work and more. We also understand it can be a challenge at times to grab their attention to your opportunities, so this is where the Career Center can help.

It all starts with Branding and Exposure. The Career Center at CSUF provides many options to promote your organization and recruitment needs through our innovative events, workshops, information sessions and more. We understand that your time is of the essence, therefore we will do our best to provide tailored events and maximize your time on campus to bring you the best return on your investment (ROI).

Our Media Kit lists the ways you can better engage with students and Foster the Future. Turn the pages to discover the ways you can begin building or enhancing your brand and promote your opportunities and initiatives.





## **CAREER CENTER**

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Website  
Pageviews

## **AUDIENCE**

**29,273**

Titan Connection  
Logins

**25,146**

Titan Connection  
Pageviews

**1,894,197**

Titan Connection  
Avg. Time Spent

**8.3 mins**

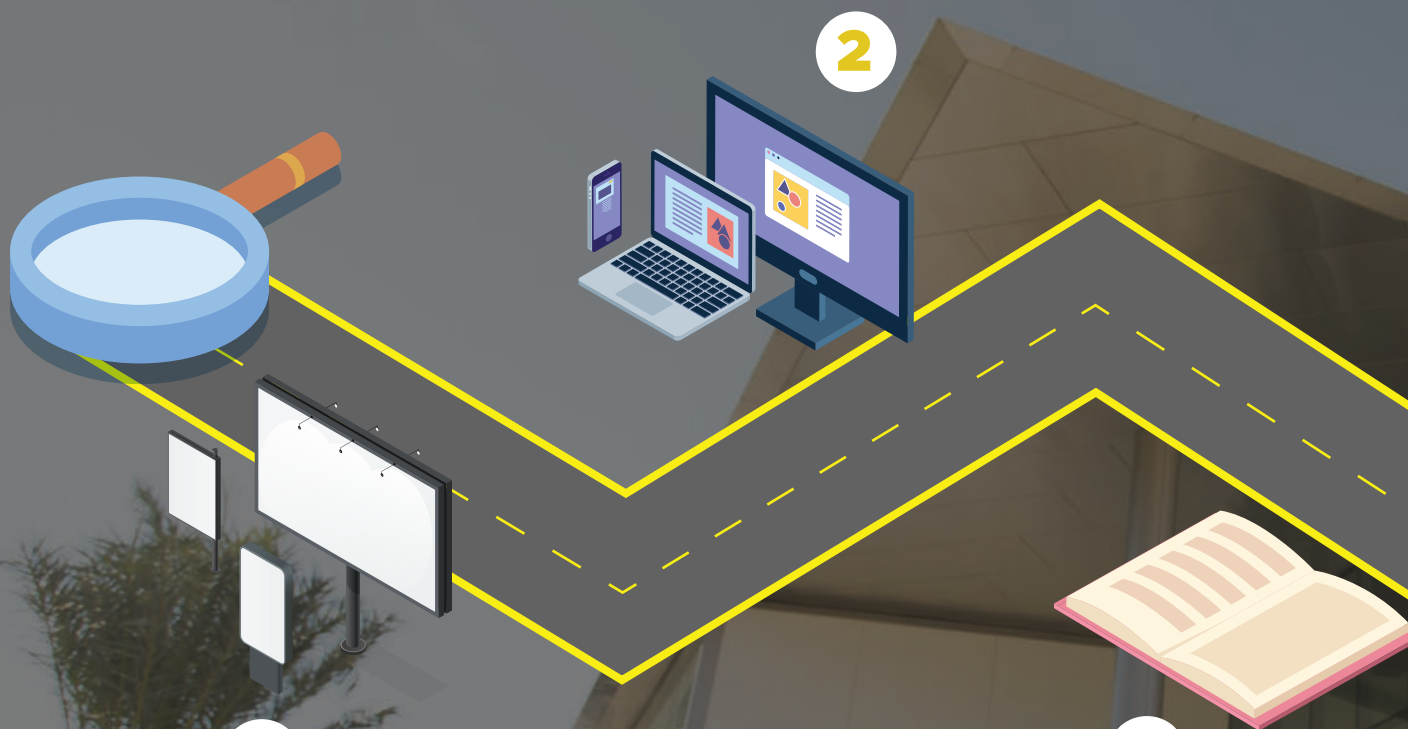
Email Blast  
User Audience

**70,000**

Social Media  
Followers

**7,000**

# BUILD YOUR BRAND



1

## 1 LOGOS ON DISPLAY

Brand recognition both promotes how students view your organization as a great place to work and can showcase company culture as well.

## 2 ADS ON MULTIPLE CHANNELS

From banner images on Titan Connection to big email header images, students see more than just a logo.

3

## 3 PROGRAMMING ADS

With a large audience at our Career Fairs, ads in these programs increase your visibility.

Not sure where to start? Here's a path for you to see what options fit best for your organization. There's no one-size-fits-all solution and no particular order to follow. But these are some methods to enhance your presence at CSUF.

4



6



5



4

#### **SOCIAL MEDIA POSTS**

This platform is highly utilized by students and a great way to promote a workshop or job opportunity.

5

#### **TARGETED EMAIL BLAST**

If you wanted to promote an event in more detail, a customized email to students can be effective.

6

#### **GROWING ENGAGEMENT**

By engaging students through any of these methods, it is possible to increase attendance at your event and/or build your brand on campus.

# BE VISIBLE CONNECT



## CAREER FAIR SPONSORSHIP

As a Career Fair sponsor, your organization's logo will appear on the event banner on the homepage, email header, social media post, printed flyers, digital screens, welcome sign, employer map and titan connection banner. You also will receive a full-size ad in the career fair program that you sponsor!



## TITAN CONNECTION BANNER AD

Titan Connection is the hub where students visit to look for job and internship opportunities. The banner ad is located at the top of the homepage and allows custom links to your choice (i.e., job opportunity).



## SOCIAL MEDIA POSTS

Your social media post(s) can be posted on Instagram, Twitter, Facebook, Snapchat and/or LinkedIn.



## CAREER FAIR PROGRAM AD

Drive additional traffic to your table through ad space as students are able to see more about your organization. Over 4,000 students attend career fairs.



## TARGETED EMAIL BLAST

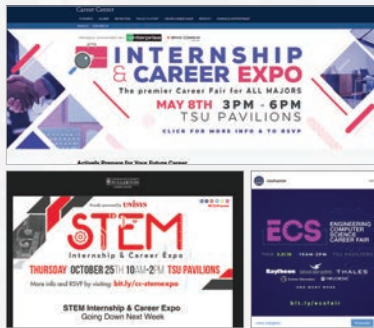
Reach your targeted audience with a custom email with a large image banner at the top, custom tagline, images and buttons to better engage students.



## ONLINE CAREER GUIDE AD

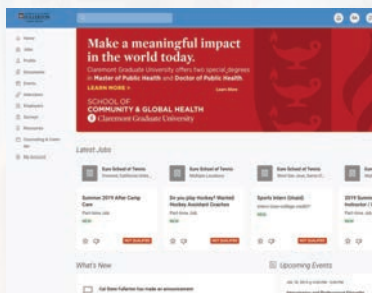
This valuable resource is used by students to move forward in their career paths. A digital ad in this interactive guide can grow your brand.





## CAREER FAIR SPONSORSHIP

Logo is prominent on print & digital collateral



## TITAN CONNECTION BANNER AD

Large banner ad appears at the top



## SOCIAL MEDIA POSTS

Post is shared across many different platforms



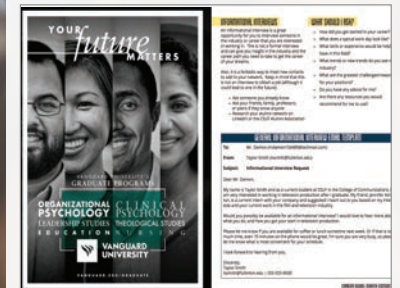
## CAREER FAIR PROGRAM AD

Seen by all attendees with call-to-action to visit table



## TARGETED EMAIL BLAST

Large linkable banner image at the top



## ONLINE CAREER GUIDE AD

Choose from various sizes to showcase your ad



Looking to further build your brand, showcase industry leadership and demonstrate corporate social responsibility? Become a Foster the Future Employer Partner with the Career Center.

Learn more about the benefits you'll receive and how being a partner helps students succeed by visiting:

**[bit.ly/ftfcsuf](https://bit.ly/ftfcsuf)**

## California State University Fullerton **Career Center**

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Follow us on social media: **@CSUfcareer**

