Marketing

Breakdown by Media

- Billboard: 27%
- Magazine: 19%
- Newspaper: 34%
- Radio: 5%
- TV: 5%
- Bus Wrap: 0%
- Online: 2%
- Update Page: 3%
- Bus Shelter: 4%
- Special Event: 1%
Marketing

Breakdown by Sub-Category

- Recruitment: 75%
- Alumni/Donor: 7%
- Other: 12%
- Community: 3%
- Research: 3%