



Smart 1 Campus

Digital advertising direct to students on campus.

Smart 1 Campus is the first company to bring advertisers to a direct channel to the college student population.

If you're trying to reach college students, you have to go where they are.

Strategically target students by displaying your digital ads directly to the campus with Smart 1 Campus



Precision targeting



Directly on college campus



Without relying on cookies



Granular customizations

Example Campaigns



Political

Serving ads directly to students to get out the vote for the 2 days before the election.



Delivery

Delivering pizza delivery ads to the dorms from 10pm to 2am every night.



Books

Students need discounted text book ads when they arrive at campus each semester

Getting Started

It's easy to launch a campaign with Smart 1 Campus, and advertise to students on campus in no time!

1. Select the college(s) to target.
2. Submit your message
3. Define your budget and the quantity of ad impressions to run.



Private Colleges

On campus	Off campus	Home
64%	19%	17%

Public Colleges

On campus	Off campus	Home
40%	40%	20%

Be Seen!

Smart 1 Campus delivers your content directly in front of college students everywhere you choose on campus, including libraries, classrooms, residence halls, and common areas—whether plugged in to the network or using WiFi.

Your digital ads will be positioned in front of students on websites that they already tend to visit. By serving ads to students where they visit most, we are able to position your service/ product front and center.



For more information go to
www.PartnersinDigital.com