

# ABIGAIL LOFTUS

abigail.loftus776@topper.wku.edu | (618)401-4595

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**December 8, 2023**

Associated Collegiate Press  
2829 University Ave. SE,  
Suite 720  
Minneapolis, MN 55414

To Whom It May Concern,

My name is Abigail Loftus, and I am delighted to be submitting this application for the Individual Award for the Best Advertising Representative. I am a senior at Western Kentucky University pursuing a Bachelor's Degree in Advertising and a Strategic Communications certificate. This is my second full year working at Student Publications as an advertising representative.

During my time as an advertising representative for Student Publications, I have honed my ability to pitch products, conduct client meetings, and close sales. I have also gained proficiency in the AdPro CRM system, developed strong teamwork skills, and learned to navigate rejection effectively.

My consistent, persistent, and authentic approach sets me apart as an advertising representative. I strive to represent my organization with integrity and professionalism, ensuring that clients receive the exceptional service they deserve. With that in mind, staying motivated in the dynamic world of sales requires resilience and strategic goal-setting. I recognize that not every product will be a runaway success, and I prioritize identifying clients who align with our organization's values and goals. I also set achievable targets to maintain momentum and celebrate milestones, none of which I could do without the support and motivation I receive from my team and their success stories.

My greatest client success story involves my work with The College of Health and Human Services. I developed a strong relationship with their marketing director, resulting in over \$6,000 in print and digital advertising revenue during my time as their representative. In the current academic year, I have doubled their 22-23 academic year revenue, demonstrating my ability to cultivate relationships and drive sales.

The experiences I have gained at Student Publications will undoubtedly benefit me in my future endeavors. I am particularly proud of my ability to build and maintain strong customer relationships, a skill that is essential in any sales-oriented role. Additionally, I have learned the importance of teamwork and collaboration, recognizing that success often hinges on effective partnerships.

Thank you for your time and consideration regarding my application for the Best Advertising Representative individual award.

**Sincerely,**

**Abigail Loftus**



Wes Orange  
Advertising Adviser / Sales Manager  
(270)799-2426  
Wes.Orange@wku.edu

To Whom It May Concern;

I am an adviser at WKU Student Publications. I am writing to you today on behalf of one of our student employees, Abby Loftus. Abby has been an Account Executive on our Advertising Sales Staff since the Spring 2022 semester, and will be transitioning into the role of Advertising Manager in Spring 2024.

At the time of her hiring, Abby was without an adviser, and was assigned accounts that were essential revenue sources for our revenue-dependent organization. When I arrived, I was concerned with the choice made by management to allocate these accounts to students. I soon learned that these clients were in good hands – Abby not only managed the accounts, she generated significant revenue that was well in excess of expectations. Since her arrival in Spring 2022, she has generated a total of \$24,905.50 for our organization (and growing).

Our organization is unique in that the College Heights Herald, Talisman, and Cherry Creative all operate within WKU Student Publications. I am impressed with Abby's ability to build relationships across the newsroom, which include journalists, designers, photographers, videographers, as well as many more positions. She understands that success in an organization is not based off of individual performance, but rather how we use our collective talents to achieve our common goals and success.

Abby sets a great example for her sales team through her accountability. She logs more than the required 6-10 minimum office hours each week, and her time spent here at the office is utilized to its fullest extent. These good habits are reflected in the revenue she's able to generate, the relationships she has built with her clients, and the respect she has earned from her peers across the newsroom. Abby truly leads by example, and measures her success by the success of our team.

I fully support Abby's submission for Best Advertising Representative. Her sales speak for themselves, however, they pale in comparison to the positive impact she has on those around her. We are beyond proud to have her in the WKU Student Publications family.

Sincerely,

Wes Orange  
Advertising Adviser/Sales Manager  
WKU Student Publications

**MAILING ADDRESS:** 1906 College Heights Blvd., No. 11084, Western Kentucky University, Bowling Green, KY 42101-1084  
**ON CAMPUS:** Adams-Whitaker Student Publications Center, 1660 Normal Street

**THE SPIRIT MAKES THE MASTER**



Associated Collegiate Press Awards Selection Committee  
Associated Collegiate Press  
2829 University Ave. SE, Suite 720  
Minneapolis, MN 55414

Dear Selection Committee,

I am writing to wholeheartedly recommend Abby Loftus for the prestigious Associated Collegiate Press Best Advertising Representative award. In my capacity as one of her professors at WKU, I have had the privilege of working closely with Abby and have been consistently impressed by her outstanding dedication, creativity, and exceptional performance as a student in the Advertising Department and as an Advertising Representative at WKU Student Publications.

Abby joined WKU Student Publications in 2021 and from the outset, it was evident that she possessed a rare combination of skills and qualities that set her apart. Her ability to conceptualize and execute innovative advertising campaigns has been nothing short of exceptional. She has consistently demonstrated a deep understanding of the target audience and a keen insight into the dynamics of effective advertising strategies.

One of Abby's most remarkable qualities is her unwavering commitment to excellence. She approaches each project with enthusiasm, attention to detail, and a proactive mindset that ensures successful outcomes.

Moreover, Abby has shown exemplary leadership skills within her advertising major. She fosters a positive and collaborative working environment, inspiring her colleagues to strive for excellence. Her ability to communicate effectively, provide constructive feedback, and adapt to evolving challenges has been instrumental in her success.

Beyond her professional competence, Abby is a person of integrity and reliability. She consistently meets deadlines, handles responsibilities with poise, and demonstrates a strong work ethic that sets a high standard for her peers.

I firmly believe that Abby is not only deserving of the Best Advertising Representative award but is also a shining example of the qualities and dedication that the Associated Collegiate Press seeks to recognize and honor.

Thank you for considering Abby for this prestigious award. I am confident that her passion for advertising and exceptional achievements make her an outstanding candidate and worthy recipient.

Please feel free to contact me at 270-791-3911 or [kelley.coppinger@wku.edu](mailto:kelley.coppinger@wku.edu).

Sincerely,

A handwritten signature in black ink, appearing to read "Kelley", with a long horizontal line extending to the right.

Kelley Coppinger  
Professional in Residence  
WKU Master Advisor  
User Experience Design, Advisor  
Creative Arts Living & Learning Community, Faculty Fellow



November 27, 2023

Dear Associated Collegiate Press,

It is with great pleasure that I write this recommendation letter for Ms. Abby Loftus of Western Kentucky University (WKU) Student Publications to support her application for Best Advertising Representative. Shortly after I assumed the role of Communications and Marketing Specialist for the WKU College of Health and Human Services (CHHS) in 2022 I began working with Ms. Loftus. She has not ceased to impress me since that time.

For the past two years, Ms. Loftus and I have met to discuss CHHS's advertising insertion orders for WKU Student Publications, and I have always been impressed with her professional demeanor and enthusiasm. She comes to our meetings thoroughly prepared and is always ready to share the latest information from WKU Student Publications. From my experience, Ms. Loftus is committed to listening to her clients and brainstorming with them about the needs and goals of their advertising campaigns.

Ms. Loftus is intelligent, creative, and motivated to succeed in her role as an advertising representative. Her dedication is evident, and her contributions were recognized when the WKU Student Publications Advertising team received multiple awards in the 2023 College Media Business & Advertising Managers annual contest.

Ms. Loftus does an excellent job of following up and checking in with me regularly. She always sends email reminders for artwork deadlines and makes sure I do not have any questions or concerns. Once our advertisements are printed, Ms. Loftus is quick to deliver copies to our office and discuss the next deadlines.

In summary, Ms. Loftus is a remarkable student who is passionate about WKU Student Publications and helping her clients meet their goals. She deserves the honor of being named Best Advertising Representative. Should you have any questions please contact me at [kristina.harvey@wku.edu](mailto:kristina.harvey@wku.edu).

Sincerely,

A handwritten signature in blue ink that reads "Kristina Harvey". The signature is fluid and cursive, written in a professional style.

Kristina Harvey  
Communications and Marketing Specialist  
WKU College of Health and Human Services

*The Spirit Makes the Master*

Office of the Dean | Western Kentucky University | 1906 College Heights Blvd. #11038 | Bowling Green, KY 42101

Phone: 270-745-2425 | fax: 270-745-7073 | email: [chhs@wku.edu](mailto:chhs@wku.edu) | [www.wku.edu/chhs](http://www.wku.edu/chhs)

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## STUDENT PUBLICATIONS

Dec. 9, 2023

Dear ACP Awards Committee,

It is my pleasure to provide this letter of recommendation for Abby Loftus. I advise Cherry Creative, a branded content studio within Western Kentucky University's student publications.

Abby joined our ad staff at a time of transition. Shortly after she began, our previous advertising adviser left for a new position, and the students on the ad staff went several months without a dedicated adviser before our new advertising adviser was hired. Nonetheless, Abby spent many hours in the office learning from the student advertising manager and other student staff members, while also spending time getting to know myself and the other professional staff members and learning how each of us could help her to flourish. Abby has continued to show that same initiative and positive attitude ever since.

Cherry Creative designs all client ads, produces sponsored content, creates specialty advertising publications, and organizes on-campus client events, so my students and I work very closely with Abby and the other advertising consultants to best serve all of our clients. Abby has been a delight to collaborate with. While some students will secure a sale then move on to the next one, it's clear that Abby provides great service to her clients throughout the full process, and that has helped her build strong relationships and grow her sales. When she sells sponsored content, she checks in with the Cherry Creative staff members charged with producing it. When she sells ad space, she makes sure to get design requests in to our design staff promptly. If a client submits an ad they designed on their own, Abby makes sure to check with Cherry Creative staff on whether the specifications and quality are correct, then communicate quickly with clients to get problems solved if there are issues with their design. It's clear to me that Abby cares about providing top-notch service to her clients, not just about securing a sale and earning a commission.

I was part of the committee that interviewed Abby this fall and hired her to be the advertising manager for next semester. I was impressed by the ideas Abby brought on how she would lead her peers and help the students on the sales staff develop, both as salespeople and professionals. I was also impressed by the passion Abby showed for all that we do at WKU Student Publications. I'm extremely excited to see what Abby does in this leadership position next semester.

I was also able to travel with Abby this fall to the College Media Business and Advertising Managers conference in Minneapolis. I became more impressed with Abby when I saw her interacting with students from other schools. She was quick to jump into conversations with other students and learn about what they do at their schools and eager to soak up new knowledge.

Beyond being a well-organized, client-focused sales consultant, Abby is simply a pleasant person to work with. It's always a delight to visit with her in the office, whether we're talking about work or about life. Her hard work and positive attitude will take her far in life, and whoever hires her in the future will be lucky to have her on their team.

I wholeheartedly endorse Abby's application for best advertising representative. If I can answer any further questions, please call me at 270-745-3055 or email me at [samual.oldenburg@wku.edu](mailto:samual.oldenburg@wku.edu).

Sincerely,

Sam Oldenburg  
Assistant Director  
Western Kentucky University Student Publications

*The Spirit Makes the Master*

Student Publications | Western Kentucky University | 1906 College Heights Blvd. #11084 | Bowling Green, KY 42101-1084  
phone: 270-745-2653 | web: [wku.edu/studentpublications](http://wku.edu/studentpublications)

# ABBY LOFTUS

ADVERTISING AND STRATEGIC COMMUNICATIONS STUDENT

## CONTACT

📞 +1(618)401-4595

✉️ abigail.loftus776@topper.wku.edu

🌐 <https://www.linkedin.com/in/abby-loftus>

🌐 <https://abbyloftus02.wixsite.com/abbyloftus>

## EDUCATION

### WESTERN KENTUCKY UNIVERSITY

Bachelor of Arts in Advertising & Strategic Communications

Expected Graduation- May 2024

GPA: 3.92

## HONORS

Mahurin Honors College Scholar, 3 Semesters

President's List, 6 semesters

Dean's List, 1 Semester

Carl C. "Pat" Jordan Scholarship, August 2023

Lambda Pi Eta Initiate, November 2023

## SKILLS

Organization

Collaboration

Problem-Solving

Microsoft Office

Adobe Creative Cloud

AdPro

MRI Simmons

## CERTIFICATIONS

Hubspot Academy: Social Media Marketing Certification

## EXPERIENCE

### DIGITAL MARKETING INTERN

MIND CHROMATIC MEDIA, LLC & PURE PERFORMANCE COMM | REMOTE | MAY 2023 - PRESENT

- Oversaw the launch of the children's book, "Grandma, You Give Me Courage," and AI facial recognition technology in conjunction with content creation.
- Organized content calendars and created written content resulting in increased client presence on social media platforms.
- Acquired research skills and developed problem-solving abilities in business communication and digital marketing.
- Gained proficiency in utilizing digital platforms such as NewswireJet.com and Active Campaign.
- Gained experience editing videos into short clips for social media platforms.

### ADVERTISING EXECUTIVE/ADVERTISING MANAGER

WKU OFFICE OF STUDENT PUBLICATIONS | WESTERN KENTUCKY UNIVERSITY | JAN. 2022 - PRESENT

- Managed existing accounts while prospecting for new clients to meet team revenue goals.
- Achieved personal sales revenue of \$24,905.50 January 2022-December 2023, selling both digital and print advertisements.
- Maintained up-to-date knowledge of sales strategies and product offerings.
- Gained proficiency in utilizing the AdPro CRM system.
- Promoted to Spring 2024 Advertising Manager in October 2023.

### COPYWRITING & ACCOUNT EXECUTIVE INTERN

WKU IMAGEWEST | WESTERN KENTUCKY UNIVERSITY | AUG. 2023 - DEC. 2023

- Developed written content for media guidelines, social media accounts, websites, and press releases.
- Responsible for communicating with clients, delegating tasks to other team members, and setting meetings to develop content under strict timelines.
- Presented to University leadership on partnership with the International Center of Kentucky.

### RESIDENT ASSISTANT

WKU HOUSING AND RESIDENCE LIFE | WESTERN KENTUCKY UNIVERSITY | AUG. 2021 - DEC. 2021

- Ensured adherence to established rules and regulations in residence halls to maintain the safety of all residents.
- Collaborated with fellow Resident Assistants to plan and execute educational and social programs for residents each month.

### CASHIER

THE HOME DEPOT | EDWARDSVILLE, IL | MAY 2021 - AUG. 2021

- Acquired detail-oriented skills resulting in 100% accuracy when handling purchases and returns.
- Recognized as Cashier of the Month, July 2021.

## Sales History

### College of Health and Human Services (Added to Client List August 2022)

#### **FALL 2022**

Homecoming (Full Page)  
December Grad Guide (Half Page)

#### **SPRING 2023**

Fit Guide (Full Page)  
Fit Guide (Sponsored Content)  
Best of the Hill (Full Page)  
April Herald (Full Page)  
May Grad Guide (Half Page)

#### **FALL 2023**

Thrive Guide (Full Page)  
Homecoming (Full Page)  
December Grad Guide (Full Page)  
Online Video Sponsored Content (1)

#### **SPRING 2024 (COMMITMENT)**

Best of the Hill (Full Page)  
May Grad Guide (Full Page)  
Online Video Sponsored Content (2)

22-23 Academic Year: \$2973.50

23-24 Academic Year: \$5210.00 --> 1.75% increase from previous year

### WKU School of Media and Communication (Added to Client List January 2022)

#### **FALL 2022**

No Running Advertisements

#### **SPRING 2023**

Print- May Grad Guide Sponsored Content (Full Page)  
Print- May Grad Guide (Half Page)  
Newsletter- Gaines Series Lecture (5)

#### **FALL 2023**

No Commitments

#### **SPRING 2024 (COMMITMENT)**

No Outstanding Commitments

22-23 Academic Year: \$1300

23-24 Academic Year: \$0 --> 100% decrease from previous year

## Sales History Continued

### Walk2Campus Properties (Added to Client List January 2023)

#### **SPRING 2023**

Print/Tabling- Spring Housing Fair (Package A)

Print/Tabling- Best of the Hill (Half Page)

#### **FALL 2023**

Newsletter/Tabling-Fall Housing Fair

Print-Fall Leasing Kiosk (1 side, 3 kiosks)

#### **SPRING 2024 (COMMITMENT)**

Print/Tabling-Spring Housing Fair (Red Package)

Print/Tabling-Best of the Hill (Half Page)

Print-May Grad Guide (Half Page)

22-23 Academic Year: \$3000

23-24 Academic Year: \$4900 --> 0.61% increase from previous year

### Campus Flats (Added to Client List August 2023)

#### **FALL 2023**

Print

Fall Housing Fair

Fall Leasing Kiosk (1 side, 1 kiosk- semester rate)

#### **SPRING 2024 (COMMITMENT)**

Spring Housing Fair (White Package)

Spring Leasing Kiosk (1 side, 1 kiosk- semester rate)

Best of the Hill (Quarter Page)

23-24 Academic Year: \$3575

### Topper Park (Added to Client List October 2023)

#### **FALL 2023**

Print- Homecoming (Half Page)

Newsletter- Presenting Sponsor at the top of daily newsletter (4)

Social Media- 3 Post Package

Print- December Grad Guide (Half Page)

#### **SPRING 2024 (COMMITMENT)**

No Outstanding Commitments

23-24 Academic Year: \$1535



## CALL LOG

**08/18-08/26**

Date	Time	Client (To/From)	Contact	Notes
08/18	2:31 PM	(To) Campus Flats	Cate Wheeler (cate@3crownmanagement.com)	Emailed Cate about the kiosk for Campus Flats. Will follow-up Monday.
08/21	11:00 AM	(From) Campus Flats	Cate Wheeler (cate@3crownmanagement.com)	Cate emailed me back asking about pricing. Sent back page from media kit detailing kiosk pricing.
08/21	1:43 PM	(To) Walk2Campus	Lacey Harper (lharper@walk2campus.com)	Emailed Lacey to set a meeting for the upcoming school year. Gave my availability.
08/21	2:06 PM	(To) CHHS	Kristina Harvey (kristina.harvey@wku.edu)	Emailed Kristina to set a meeting for the upcoming school year. Gave my availability.
08/21	2:11 PM	(To) Que Pasa	Diana Zamora (quepasatacos@gmail.com)	Emailed Diana to set a meeting for the upcoming school year. Gave my availability.
08/21	2:13 PM	(From) CHHS	Kristina Harvey (kristina.harvey@wku.edu)	Kristina emailed me back. Meeting set September 1st at 10:30 am.
08/21	2:17 PM	(From) Que Pasa	Diana Zamora (quepasatacos@gmail.com)	Diana emailed me back. Meeting set August 28 @ 1 pm.
08/21	2:27 PM	(To) SOM	Teresa Jameson (teresajameson@wku.edu)	Emailed Teresa to set a meeting for the upcoming school year. Gave my availability.
08/21	2:45 PM	(To) Center for Gifted Studies	General email (gifted@wku.edu)	Emailed to introduce myself and left my contact information.
08/21	2:55 PM	(To) Just Love	General email (bowlinggreen@justlovecoffee.com)	Emailed to re-introduce myself and let them know that I would be interested in a meeting.
08/21	3:05 PM	(To) Back Down South	Kristen Robinette (kristen@backdownsouthbg.com)	Emailed to congratulate her on 8 years of business and her new baby and told her I would love to meet with her if she has time.
08/21	4:59 PM	(From) Walk2Campus	Lacey Harper (lharper@walk2campus.com) & Kendall Gott (kgott@walk2campus.com)	Emailed me back to let me know that Kendall would be handling our communications from now on and to set a meeting. Meeting set August 25 @ 1 pm.
08/22	4:13 PM	(To) Be Happy Yoga & Salt Cave	Susan Polk (susan@behappybg.com)	Emailed to re-introduce myself. Let her know it was great to meet with her last semester and that I would be interested in meeting again to discuss their events (i.e. Lost River Cave Yoga Session this Thursday).
08/23	2:42 PM	(To) Petsmart	Store Associate; (270) 495-2259	Called and asked to talk to someone about our hiring newsletter; the store associate said they aren't currently hiring to his knowledge but if I wanted to talk to someone I could call back tomorrow between 9-5.
08/23	2:49 PM	(To) Kroger- Scottsville Rd.	Store Associate and Store Manager;(270)780-9887	Connected with customer service and then to store manager/leader- not interested in running an advertisement with us for the publications.
08/24	11:05 AM	(To) Campus Flats	Cate Wheeler (cate@3crownmanagement.com)	Follow up email about kiosk and reached out to set a meeting with her to discuss housing fair information. Attached housing fair flier in the email.
08/24	4:03 PM	(To) Petsmart	Store Manager; Steve (270)495-2259	Called to pitch the hiring newsletter. He said they are not actively hiring.
08/24	4:07 PM	(To) Kroger- Bypass	Store Supervisor; (270) 796-5987	Talked to their store supervisor about hiring hilltoppers and she said they would not be participating in any hiring events at this time.
08/24	3:49 PM	(From) Walk2Campus	Lacey Harper (lharper@walk2campus.com) & Kendall Gott (kgott@walk2campus.com)	Emailed me to reschedule our meeting--Kendall out sick
08/24	3:58 PM	(To) Walk2Campus	Lacey Harper (lharper@walk2campus.com)	Emailed back to ask for their availability next week.
08/25	11:51 AM	(From) Walk2Campus	Lacey Harper (lharper@walk2campus.com)	Emailed me back to let me know their office availability for next week. Monday, Wednesday, or Thursday.
08/25	11:53 AM	(To) Walk2Campus	Lacey Harper (lharper@walk2campus.com)	Emailed back with my available times on the given days.
08/26	1:32 PM	(To) CVS- Lovers	Store Associate	Dropped off flier with a sticky note that has my contact information and a thank you note of sorts on it
08/26	1:25 PM	(To) Buff City Soap	Store Associate	Dropped off flier with a sticky note that has my contact information and a thank you note of sorts on it

## CALL LOG

**08/28-09/01**

08/28	8:16 AM	(To) Que Pasa	Diana Zamora (quepasatacos@gmail.com)	Emailed to confirm meeting this morning, asked to inform me about if we need to reschedule.
08/28	8:46 AM	(From) Que Pasa	Diana Zamora (quepasatacos@gmail.com)	Emailed me back to reschedule for tomorrow?
08/28	8:53 AM	(To) Que Pasa	Diana Zamora (quepasatacos@gmail.com)	Emailed her back to let her know my availability for tomorrow morning.
08/28	9:41 AM	(From) Campus Flats	Cate Wheeler (cate@3crownmanagement.com)	Emailed me back to let me know that she would be available at the end of this week (Wed-Fri) for a meeting
08/28	9:44 AM	(To) Campus Flats	Cate Wheeler (cate@3crownmanagement.com)	Emailed Cate back to give her my availability for this Friday.
08/28	9:59 AM	(To) SOM	Teresa Jameson (teresajameson@wku.edu)	Sent follow-up email about setting a meeting to discuss this upcoming year.
08/28	10:02 AM	(From) SOM	Teresa Jameson (teresajameson@wku.edu)	Emailed me back to let me know she's swamped. Requested updated pricing and information.
08/28	10:29 AM	(To) SOM	Teresa Jameson (teresajameson@wku.edu)	Emailed Teresa back with media kit and sales fliers that I felt were relevant. Also asked for her to give me her budget if she is able so I can put together a package for them.
08/28	2:13 PM	(To) Walk2Campus	Lacey Harper (lharper@walk2campus.com)	Follow-up email to reschedule our meeting for this week.
08/28	2:36 PM	(To) Center for Gifted Studies	Regina Braun (regina.braun@wku.edu)	Emailed my introduction (same one, with a few changes, from last week) and asked for a meeting with someone in their office.
08/29	10:58 AM	(From) Campus Flats	Cate Wheeler (cate@3crownmanagement.com)	The meeting is scheduled for Friday at 1 p.m. Also expressed legitimate interest about kiosk, will investigate what kiosks are still available if any--give option to run before and after centennial placement.
08/29	12:00 PM	(To) Campus Flats	Cate Wheeler (cate@3crownmanagement.com)	Confirmed meeting and told her I would let her know about the kiosk.
08/29	1:00 PM	(From) Center for Gifted Studies	Julia Roberts (julia.roberts@wku.edu)	Emailed me to ask for my availability for a meeting.
08/29	1:20 PM	(To) Center for Gifted Studies	Julia Roberts (julia.roberts@wku.edu)	Emailed back with suggested meeting times for next week (Tues, Wed, or Fri)
08/30	1:02 PM	(To) Que Pasa	Diana Zamora (quepasatacos@gmail.com)	Emailed to reschedule our cancelled meeting from Monday.
08/30	3:50 PM	(From) Que Pasa	Diana Zamora (quepasatacos@gmail.com)	Asked if I wanted to do tomorrow or Friday
08/30	3:53 PM	(To) Que Pasa	Diana Zamora (quepasatacos@gmail.com)	I gave her my availability tomorrow and Friday
08/30	3:54 PM	(From) Que Pasa	Diana Zamora (quepasatacos@gmail.com)	She requested to meet at 1 pm
08/30	4:00 PM	(To) Campus Flats	Cate Wheeler (cate@3crownmanagement.com)	I emailed her to see if we could push our meeting to 2 because I had to reschedule with Diana
08/30	4:01 PM	(From) Campus Flats	Cate Wheeler (cate@3crownmanagement.com)	She said 2 is fine with her!! Thank goodness for Cate being flexible.
08/31	11:21 AM	(To) CHHS	Kristina Harvey (kristina.harvey@wku.edu)	Emailed to confirm our meeting for tomorrow morning
08/31	11:24 AM	(To) Walk2Campus	Lacey Harper (lharper@walk2campus.com) & Kendall Gott (kgott@walk2campus.com)	Emailed to remind them about our meeting and confirm the time.
08/31	11:29 AM	(From) Walk2Campus	Kendall Gott (kgott@walk2campus.com)	Emailed back and confirmed!!
08/31	12:10 PM	(From) CHHS	Kristina Harvey (kristina.harvey@wku.edu)	Emailed back and confirmed that we're meeting tomorrow--Meeting time changed to 10:15 am
08/31	3:45 PM	Walk2Campus	Lacey Harper (lharper@walk2campus.com) & Kendall Gott (kgott@walk2campus.com)	Meeting Notes: Good meeting! Have created a proposal sheet with detailed information about packages and total pricing for everything they are interested in. Has been sent to Kendall and Lacey for review and to pass on to Abby.
09/01	9:34 AM	(To) Center for Gifted Studies	Julia Roberts (julia.roberts@wku.edu)	Sent a follow-up email about the meeting availability I sent on Tuesday and wished her a happy labor day!
09/01	10:00 AM	(To) Que Pasa	Diana Zamora (quepasatacos@gmail.com)	Emailed to remind and confirm our meeting time at 1 pm.
09/01	10:15 AM	CHHS	Kristina Harvey (kristina.harvey@wku.edu)	Meeting Notes: Discussed contract options and what they have going on this year. Strong interest in video production, thinking about doing multiple videos (including student orgs). Pitched full pages in print again this year. \$8000 contract was discussed but she will get back to me. I sent her an estimate for full page ads in our special sections as well as 3 spon con videos.
09/01	12:30 PM	(From) Que Pasa	Diana Zamora (quepasatacos@gmail.com)	Rescheduled meeting for next Friday at 1 pm.
09/01	2:00 PM	Campus Flats	Cate Wheeler (cate@3crownmanagement.com)	Meeting Notes: Discussed housing fair packages as well as kiosk options for this semester. Need to look at the posters we have on file for Campus Flats. Sent a package proposal breakdown detailing costs and total spend with proposed advertising. If they decide not to do the housing fair, we will work out a package that is more supplemental and within budget. I discussed offering a package in that case.
09/01	2:35 PM	(To) CHHS	Kristina Harvey (kristina.harvey@wku.edu)	Sent requested estimate for full-page ads in all special sections and 3 sponsored content videos. Will most likely hear back next week after Labor Day. Pitched \$3000 contract so they could supplement with digital.
09/01	3:00 PM	(From) Center for Gifted Studies	Julia Roberts (julia.roberts@wku.edu)	Scheduled meeting for 9 a.m. on Tuesday.
09/01	3:13 PM	(To) SOM	Ron Demarse (ron.demarse@wku.edu)	Reached out to give an introduction and loop him in on SMC info if he would like to be directly included

## Walk2Campus Advertising Pitch

### **FALL**

Fall Housing Fair (Oct. 9)- **\$1000**

One Month, One Side on 3 Kiosks (11/08-12/08)- \$500 + \$300 print and lamination

Proposed Locations: Kiosk 1, 4, 6\*\* **-\$800**

### **SPRING**

Spring Housing Fair (Feb. 28)- Red Package **\$2500**

Proposed Multimedia Package Options:

-One Day Instagram Takeover on Herald or Talisman (this would be a great opportunity to showcase the updates to your properties!)

-Sponsored Content (on leasing office staff- Lacey's journey from leasing coordinator to property manager)

-5 Sponsored Social Media Posts from Herald or Talisman

Best of the Hill (Half Page Ad-April 8)- **\$300**

Spring Graduation Guide (Half Page Ad-May 2)- **\$300**

**Projected Spend: \$4900**

## College of Health and Human Services Advertising Pitch-\$3000 Contract

### **FALL**

Print

Thrive (Full Page- October 30)- **\$500 → \$425**

Homecoming (Full Page- November 6)- **\$600 → \$510**

December Grad Guide (Full Page- December 8)- **\$500 → \$425**

### **SPRING**

Print

Best of the Hill (Full Page- April 8)- **\$500 → \$425**

May Grad Guide (Full Page- May 3)- **\$500 → \$425**

Online

3 Online Video Sponsored Content- **\$3000**

**Projected Spend: \$5600 (without contract discount)→ \$5210 (with contract discount of 15%)**

## Prospect Email Outreach

Hello Justin!

My name is Abby Loftus, and I am a student advertising executive at WKU's Office of Student Publications. I am reaching out to see if I could set a meeting with someone in your office to discuss your complex and how our services and publications could align with your needs! We host a housing fair every year to reach our students and make them aware of off-campus housing options in Bowling Green and your property would be a great addition to the fair this year. Do you have availability next week for a meeting?

Looking forward to hearing back from you soon!

Best,

Abby Loftus  
Western Kentucky University 2024  
WKU Student Publications | Advertising Executive  
Advertising & Strategic Communications | Student