PRODUCTS/SERVICES

DIGITAL
- WWW.CM-LIFE.COM
- DAILY EMAIL NEWSLETTERS
- YOUTUBE PROGRAMS
- SPOTIFY/ITUNES PODCASTS
- CENTRALMICHIGANAPARTMENTS.COM
- PROGRAMMATIC/RE-TARGETED BUYS

SOCIAL
- FACEBOOK
- TWITTER
- INSTAGRAM
- SNAPCHAT
- TIKTOK
- THREADS

PRINT
- CENTRAL MICHIGAN LIFE
- CENTRAL LIVING
- CAMPUS CASH
- ORIENTATION ISSUE

OUT OF HOME
- NEWS RACKS
- BUS SHELTERS
- SAC LARGE FORUM SIGNAGE

EVENT/GUERILLA
- CHALKING
- POSTERS/FLYERS
- TABLING
- CUSTOM ENGAGEMENT

CREATIVE SERVICES
- PHOTOGRAPHY/VIDEOGRAPHY
- CONTENT CREATION
- DESIGN SERVICES
- SOCIAL MEDIA MANAGEMENT
- SURVEYS/FOCUS GROUPS
IMPORTANT DATES

FALL 2023 SEMESTER:

CM LIFE Back To School Fall 2023
FIRST DAY OF CLASSES
MONDAY, AUGUST 28
FIRST HOME FOOTBALL GAME
SATURDAY, SEPTEMBER 9
CENTRAL MICHIGAN LIFE
THURSDAY, SEPTEMBER 14
HOME FOOTBALL/lvs. Bucknell
SATURDAY, SEPTEMBER 17
FALL WELLNESS BREAK
MON, TUES., OCT. 17 & 18
CENTRAL MICHIGAN LIFE
THURSDAY, OCTOBER 12
HOME FOOTBALL/homecoming
SATURDAY, OCTOBER 8
HOME FOOTBALL/ vs. BG
SATURDAY, OCTOBER 22
HOME FOOTBALL/ vs. BUFFALO
WEDNESDAY, NOVEMBER 9
CENTRAL MICHIGAN LIFE
THURSDAY, NOVEMBER 9
THANKSGIVING BREAK
NOVEMBER 22-27
HOME FOOTBALL/ vs. Western
FRIDAY, NOVEMBER 18
CM LIFE FINALS/GRAD 2023 ISSUE
THURSDAY, DECEMBER 7
FALL 2023 GRADUATION
SATURDAY, DECEMBER 16
CHRISTMAS BREAK
DECEMBER 18- JANUARY 7

SPRING 2024 SEMESTER:

FIRST DAY OF CLASSES
MONDAY, JANUARY 8
CM LIFE BTS SPRING 2024
THURSDAY, JANUARY 11
MARTIN LUTHER KING JR. DAY
MONDAY, JANUARY 15
BEST OF CENTRAL MICHIGAN
THURSDAY, FEBRUARY 8
SPRING BREAK
MARCH 3-11
CENTRAL MICHIGAN LIFE
THURSDAY, MARCH 14
GENTLE BREAK
THURS. & FRI. MARCH 26-29
EASTER
SUNDAY, MARCH 31
CENTRAL MICHIGAN LIFE
THURSDAY, APRIL 11
CM LIFE FINALS/GRAD 2024 ISSUE
SATURDAY, MAY 2
SPRING 2023 GRADUATION
MONDAY, MAY 13
SUMMER 2024 SESSION BEGINS
WEDNESDAY, MAY 15
CENTRAL LIVING/2024-25
WEDNESDAY, MAY 22
CMU ORIENTATION ISSUE

WHO READS CM LIFE PRODUCTS?

- CMU STUDENTS
- MMC STUDENTS
- ATHLETES
- CMU FACULTY
- MMC FACULTY
- CMU STAFF
- PARENTS
- PEER INFLUENCERS
- STUDENT ADVISERS
- COMMUNITY LEADERS
- LOCAL RESIDENTS
- BUSINESS OWNERS
- CMU ALUMNI
- AND MANY MORE!

65k+ Monthly Visitors
28k+ Daily Emails
10k+ Monthly Readers
70k+ Followers
7k+ Daily Views
DISPLAY RATES

LEADERBOARD $800 MO. OPEN/$500 CONTRACT
RECTANGLE $850 MO. OPEN/$550 CONTRACT
DOUBLE RECTANGLE $995 MO. OPEN/$695 CONTRACT

SPECIAL PLACEMENT

INTERSTITIAL $250 PER DAY/$750 WEEKLY
SITEWRAP $250 PER DAY/$750 WEEKLY
SITE TAKEOVER* $200 PER DAY/ $700 WEEKLY*
MASTHEAD $250 PER DAY/$750 WEEKLY*
IN-STORY VIDEO $100 PER DAY/$300 WEEKLY

*Site takeover is top leaderboard, double rectangle position and rectangle. Site and masthead takeover: maximum buy is one week per month. Only one special placement per day.

PODCASTS

SPONSORSHIP $100 MONTH/8 MONTHS
ORIGINAL PROGRAM $1200 ANNUAL

In 2020, 104 million Americans have listened to a podcast in the last month. Weekly podcast listeners tune in an average of 6 podcasts per week. Average time spent listening to podcasts is 6 hours and 39 minutes per week.

AD SPECIFICATIONS

CM-LIFE.COM/LEADERBOARD 930 X 90
CM-LIFE.COM/MOBILE LEADERBOARD 320 X 50
CM-LIFE.COM MEDIUM RECTANGLE 300 X 250
CM-LIFE.COM DOUBLE RECTANGLE 600 X 300
CM-LIFE.COM INTERSTITIAL POP UP 550 X 480
CM-LIFE.COM SITEWRAP (Ask for template for sizing)

RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.
## 21-22 Audience Stats

### Monthly Engagement

- **54.9K**

### Sessions
- **659,709**

### Users
- **431,519**

### Pageviews
- **909,667**

### Pages / Session
- **1.38**

### Avg. Session Duration
- **00:00:51**

### Bounce Rate
- **83.65%**

### New Visitor
- **64.9%**

### Returning Visitor
- **35.1%**

### Audience by Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>10</td>
</tr>
<tr>
<td>25-34</td>
<td>15</td>
</tr>
<tr>
<td>35-44</td>
<td>20</td>
</tr>
<tr>
<td>45-54</td>
<td>15</td>
</tr>
<tr>
<td>55-64</td>
<td>10</td>
</tr>
<tr>
<td>65+</td>
<td>5</td>
</tr>
</tbody>
</table>

### Audience by Gender

- **Males:** **43.4%**
- **Females:** **56.6%**

### Audience - Michigan

- **36.2K Monthly**

### Audience - Mount Pleasant

- **10.2K Monthly**

[Map showing Michigan sessions: 434,276]
TARGETED RATES

IN-MARKET/TOPIC TARGETING
SOCIAL MEDIA ADVERTISING
SPOTIFY/PANDORA/iHEART
TWITTER/TIKTOK VIDEO ADS
FACEBOOK/INSTAGRAM VIDEO
YOU TUBE PRE-ROLL VIDEO
OTT/CONNECTED TV VIDEO
MOBILE GEOFENCING

$10 CPM/Quoted
$10 CPM/Quoted
$45 CPM/Quoted
$.35/CPV
$.35/CPV
$.35/CPV
$.35/CPV
$10 CPM/Quoted

Social media advertising can be purchased via user demographics on Facebook, Instagram, Pinterest, SnapChat, Twitter, TikTok and LinkedIn.

All targeted marketing rates are quoted based on client’s budget and campaign objectives. A minimum audience size is required to maximize return on campaign investment. Account manager and targeted digital specialist will work directly with client on effective buy.

AD SPECIFICATIONS

LEADERBOARD
728 X 90

MEDIUM RECTANGLE
300 X 250

SOCIAL
1080 X 1080

VIDEO
16:9 OR 1:1 Aspect Ratio (H) 9:16 (V)
TikTok, Stories, Reels

AUDIO
MP3, 30 Seconds Max

All digital ads should be PNG, GIF, .mp4 or .mov in format. We recommend 9 to 15-second videos for optimal performance.

Targeted Digital Marketing takes your brand beyond the confines of campus and Mt. Pleasant. Wherever your target demographics, our programmatic services can reach them with your message. Targeted Digital can be programmed via keywords, services, previous site visits, location (geofencing), premium news networks, consumer behavior or by topic network.

RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.

EMAIL NEWSLETTERS

DAILY CM LIFE NEWSLETTER

TOP RECTANGLE (800X300)
NATIVE STORY POST
MIDDLE RECTANGLE (800X300)
SITE TAKEOVER
BOTTOM RECTANGLE (800X300)

$495 per day
$350 per day
$320 per day
$800 per day
$195 per day

AD SPECIFICATIONS

All digital ads should be PNG or GIF format.

Direct mail your marketing message to more than 25,000+ emails every day during the school year. Central Michigan Life’s newsletter showcases three to four top stories for the day.

All ad positions include link to your website or social media page of your choice. Discount of 20% to reserve two positions. Site takeovers (when available) get all rectangles - three positions.

Native Story Posts include a headline, photo or video and four to five line description and text links to your website and or social media pages. Native story posts will be labeled sponsored content.

RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.
22-23 Reach

939k email opens

75,879 link clicks

Audience by age:

Audience by gender:

63%
31%

Audience performance:

173 emails delivered
20.1% average open rate
2.4% average click rate

Desktop vs. mobile:

61%
39%
SPONSORED CONTENT

Our customers are your customers, and they like to hear from you! Many new forms of communication have emerged, but email marketing has remained strong and continued to grow over the years! Add a great email marketing campaign to your buy! We have already built the perfect audience for you.

We can also customize your message to a targeted audience! Want to reach just freshmen? Have a special for seniors? Or are you interested in reaching parents of sophomores or juniors or both? You identify your target audience, and we will help create a list!

SPONSORED CONTENT EXCLUSIVE EMAIL

$895 PER DAY

AD SPECIFICATIONS

All customized emails for advertisers are presented in native advertising form. That means it is designed to look like a news story. We can help you write it. It includes up to six photographs and/or a video.

This email exclusive is limited to one time per week. Businesses can choose the day.

RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTIMEDIA BUNDLES.

SPONSORED CONTENT BUNDLES

SERIES $375 mo/ 10 months
Four full page print ads, two sponsored article on www.cm-life.com, two sponsored email eExclusive, 12 promotional social posts and 4-part mini-series podcast program.

SEASONAL $355 mo/ 5 months
Two full page print ads, one sponsored article on www.cm-life.com, one sponsored email eExclusive, 6 promotional social posts.

MINI-SEASON $325 mo/ 3 months
One sponsored article on www.cm-life.com, two sponsored email post ads and three promotional social posts.
22-23 STATS

5.5k average opens per sponsored email

60 average link clicks per email

AUDIENCE PERFORMANCE

7 SPONSORED EMAILS DELIVERED

19.2% AVERAGE OPEN RATE

.78% AVERAGE CLICK RATE

AUDIENCE BY GENDER

64%

29%

AUDIENCE BY AGE

0 5 10 15 20 25 30 35

18-24 25-34 35-44 45-54 55+

DESKTOP VS. MOBILE

62%

38%
SOCIAL ADVERTISING

Our Platforms

FACEBOOK
Facebook is best used in its native format: Videos, images, blogs, podcasts, inspirational posts, infographics, quizzes, tips or how-to's. Don't make it look like an ad.

INSTAGRAM
Instagram gets best results in its native format: Photos, videos, inspirational quotes, timely content, behind the scenes, advice and tutorials. Don't forget your hashtags and the stories feature for more impact!

SNAPCHAT
Snapchat best results tips: Keep your videos short and sweet and make a few different versions of your video ads to avoid advertising fatigue. Make sure to provide a link to your website!

THREADS
You can't deny its explosive beginning! The app offers users the ability to post and share text, images, and videos, as well as to interact with other users' posts through replies, re-posts, and likes. Let's see where it takes us this year!

TIK TOK
Tips for Tik Tok ads: Use high impact visuals or an engaging hook. Think music, trends, and keep videos short and concise. And, as with all social media, user-generated content dominates!

TWITTER
Twitter is best used in its native format: Photos, video, polls, quizzes, Q & A's, infographics, quotes. Don't forget to use hashtags, ask for retweets, incorporate trending topics and provide an external link.

AD SPECIFICATIONS
FACEBOOK/TWITTER POST
INSTAGRAM POST
INSTAGRAM/FACEBOOK STORY
SNAPCHAT/TIKTOK
1600 X 900
1080 X 1080
1020 X 1020
1020 X 1080
All social ads should be PNG, GIF or MP4 in format.

RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.
SOCIAL MEDIA REACH 22-23

FACEBOOK

- ANNUAL POST REACH: 989,148
- POST ENGAGEMENTS: 141,756
- POST LIKES/COMMENTS: 17,292
- LINK CLICKS: 6,072

67% AUDIENCE BY GENDER

TWITTER

1.25% ENGAGEMENT RATE

The overall top 25% of brands, regardless of industry, have an average engagement rate of 0.122%. The overall median engagement rate on Twitter is 0.037%. This is the rate for brands across all industries, from fashion to nonprofits who post an average of 5 times per week.

SOURCE: www.rivaliq.com

INSTAGRAM

- BEST TIME OF DAY: 6-10 PM
- BEST DAYS OF WEEK: SUNDAY-THURSDAY

58% 29% AUDIENCE BY GENDER

8.85% ENGAGEMENT RATE

Most social media marketing experts agree that strong engagement falls around 1% to 5%. A ratio of 4-6% is excellent, while posts in the high tens and twenties are considered “viral.” SOURCE: Hootsuite.com and Later.com

- ANNUAL IMPRESSIONS: 3,571,200
- POST REACH: 132,900
- POST LIKES/COMMENTS: 94,827
- PROFILE VISITS: 39,614
- LINK CLICKS: 8,940
- SHARES/SAVES: 4,798

65% 35% NON-FOLLOWER VS. FOLLOWER ENGAGEMENT
DISPLAY RATES

FULL PAGE...
HALF PAGE...
QUARTER PAGE...
EIGHTH PAGE...

POSITION RATES

BACK COVER...
INSIDE COVERS...
1-PAGE INNOVATIVE...
2-PAGE INNOVATIVE...
2-PAGE SPREAD...
FRONT PAGE STRIP...

AD SPECIFICATIONS

FULL PAGE 10.25" W X 9.8" H
HALF PAGE (H) 10.25" W X 4.8" T
HALF PAGE (V) 5.04" W X 9.8" T
QUARTER PAGE 5.04" W X 4.8" T
EIGHTH PAGE 5.04" W X 2.5" T

All print ads should be PDF format saved CMYK.

PRE-PRINT RATES

1-16 PAGES/CPM $75/CPM
20-36 PAGES/CPM $95/CPM
40+ PAGES/CPM $125/CPM

CLASSIFIED LINE RATES

MONTHLY 3-LINE $25/MONTH
MONTHLY 5-7 LINE $60/MONTH
MONTHLY 8-15 LINE w/photo $95/MONTH
ADD-ON/Highlight, Bold Face, Box (Print) $10/MONTH

CLASSIFIED DISPLAY RATES

MARKETPLACE $125 WEEKLY
MIGHTY MINI $50 WEEKLY

CLASSIFIED RENTAL BUNDLE

MONTHLY $150/MONTH

Monthly print and online ad on CM-LIFE.com with unlimited text and 1 photo of property PLUS monthly online ad on www.centralmichiganapartments.com. Listing includes description, unlimited photos and video tour link. Only 1 property per ad bundle.

DAILY EMAIL CLASSIFIED ADS

WEEKLY 3-LINE (5 ADS) $75/WEEK
TWO WEEK 3-LINE (10 ADS) $125/MONTH
MONTHLY 3-LINE (20 ADS) $200/MONTH

3-line listing with link to email, pdf, social media page or website. NO ART.

OBITUARIES

DIGITAL/PRINT ONLY $150 OPEN
DIGITAL/EMAIL/PRINT $200 OPEN

Digital: Permanent placement on our digital obituary page. Print: One time run in first available issue; Email: One time run in first available newsletter.
SPECIAL EDITIONS

FRESHMEN ORIENTATION

2-PAGE SPREAD $1295
FULL PAGE $775
HALF PAGE $450
QUARTER PAGE $275
EIGHTH PAGE $150

AD SPECIFICATIONS

FULL PAGE 10.25" W X 8.5" T
HALF PAGE (H) 10.25" W X 4.8" T
HALF PAGE (V) 5.04" W X 9.5" T
EIGHTH PAGE 5.04" W X 2.5" T

All print ads should be PDF format saved CMYK.

CAMPUS CASH COUPON BOOK

INSIDE PAGE $135
GOLD CARD $345
INSIDE COVERS $325
BACK PAGE $400
IMPRESSION SPOT $250

AD SPECIFICATIONS

COUPON PAGE 5.125" W X 1.875" T

All print ads should be PDF format saved CMYK.

Cost per book. Books publish August and January. They are distributed at MainStage events prior to the start of classes each semester. All print ads should be PDF format saved CMYK.

CENTRAL LIVING
CENTRALMICHIGANAPARTMENTS.COM

FULL PAGE/Magazine $2,400 annual
UNLIMITED LISTINGS/Website

Publishes annually each May. Full page ad buys earn unlimited property posts on www.centralmichiganapartments.com

AD SPECIFICATIONS

FULL PAGE 7.5" W X 10" T

All print ads should be PDF format saved CMYK.

RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.
OUT OF HOME

BUS SHELTERS

END CASE/OUTSIDE $395 MO/$1095 SEMESTER
END CASE/INSIDE $195 MO/$595 SEMESTER
GLASS FRONTS $350 MO/$925 SEMESTER
ADD’L GLASS FRONTS 25% OFF 2nd; 50% OFF 3rd
PRINTING $250 PER PANEL

Highly visible to transit riders, motorists and pedestrians, bus shelter advertisements generate constant impressions in Mount Pleasant. Central Michigan University students represent the largest percentage of customers to the local transit company, traveling between home and campus each day. Buses drop off and pick up on the CMU campus every 1/2 hour from 11 major apartment complexes in Mount Pleasant. The routes operate daily from 7 am to 7 pm., with more than 250,000 annual riders.

NEWSRACKS

PER ROUTE $895 MO/$1980 SEMESTER
CHOICE RACKS $250/MO.EA
EXTRA PRINTS $30/E.A.

Central Michigan Life newsracks offer your business poster placement throughout campus. CM Life has 4 routes of 12 locations each, available at CMU. Buy one, two or all four of the routes to gain maximum visibility on campus of your brand.

SAC SIGNAGE

PER SIGN $2,500/ANNUAL
PER COURT $8,000/ANNUAL

The Student Activities Center (SAC) is the hub for student events, fitness, intramural sports, recreation and fun at Central Michigan University. At the center of this facility is the Large Sports Arena, used by thousands of CMU students for league play, recreational fitness and events such as Gus Macker basketball.

Signage in the center is on a limited basis on an annual basis. Each sign is 2 feet tall by 12 feet long and includes two tabling events per school year at the SAC. If you are interested in a full court sponsorship, that includes 4 signs and two tabling events per school year.

AD SPECIFICATIONS

| BUS SHELTER/END | 38” X 89” |
| BUS SHELTER/GLASS | 20” X 80” |
| NEWS RACK SMALL | 18” X 20” |
| NEWS RACK MEDIUM | 18” X 38” |
| NEWS RACK LARGE | 26” X 80” |
| SAC SIGNAGE | 2’ X 12’ |

All ads should be PDF format saved CMYK.

RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.
EVENT/CREATIVE SERVICES

STREET TEAM

FLYERING/POSTERING
TABLING/SAMPLING
CUSTOM EVENTS

$50/HOUR
$250/4 HRS QUOTED

Looking for help in distributing information to students. Our event marketing team can set up tables, pass out samples or literature about your business. Our team also will post flyers and posters for you around campus.

Want an unique event to feature your business? We have experience in combining unique events such as “Smiles for Miles”, “Pepsi’s Scavenger Hunt” and “Tim Hortons Pumpkin Smash”. Let us craft an unique marketing experience for you.

CONTENT CREATION/FEES

LOGO DESIGN
BUSINESS CARD DESIGN
GEO-FILTER DESIGN
WEBSITE DESIGN
BROCHURE DESIGN
SOCIAL MEDIA POST DESIGN
OTHER DESIGN SERVICES
PHOTOGRAPHY SERVICES
VIDEOGRAPHY SERVICES
CONTENT CREATION/BLOGS
PRESS RELEASE WRITING
FOCUS GROUPS
SURVEY CREATION
SURVEY IMPLEMENTATION
POSTER DESIGN
POSTER PRINTING

$595
$275
$50/hour
$1,995
$50/hour
$50/hour
$50/hour
$100/hour
$50/hour
$250
$250
$795
$50/hour
$2.50/pf

All prices vary depending on project size and client needs. We strive to meet your budgets.

RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.
**NEWS RACK ROUTES**

**ROUTE 1**
- Bovee UC Downstairs
- Brooks Hall West
- Education Bldg West
- Foust Hall
- Health Professions East
- Moore Hall South
- Pearce Hall West
- Powers Hall
- Ronan Hall
- Saxe/Herrig Halls

**ROUTE 2**
- Bio Sciences Building
- Bovee UC Upstairs
- Campbell Hall
- Dow Hall
- Events Center
- Health Professions West
- Park Library South
- SAC - W
- Trout Hall
- Wightman Hall

**ROUTE 3**
- Anspach Hall West
- Education Bldg East
- Graduate Housing East
- Indoor Athletic Center
- Kulhavi Hall
- Music Building
- Pearce Hall North
- Rowe Hall
- SAC - E
- Sweeney Hall

**ROUTE 4**
- Anspach Hall East
- Brooks - South
- CMU Police Department
- Graduate Housing West
- Merrill Hall
- IET Building
- Moore Hall West
- Park Library North
- Thorpe Hall
- Tower Center Court

ROUTE 4 IS FILLER FOR MISSING NORTH QUAD LOCATIONS IN ROUTES 2 & 3.
- Downtown Mt. Pleasant
- Moore Hall North 1
- Moore Hall North 2
- Moore Hall South 1
- Moore Hall South 2
- Pearce/Anspach Hall
- Jamestown -E/Isabella Rd
- Jamestown -W/Isabella Rd
- Tallgrass Apartments - N
- Tallgrass Apartments - S
- Yorkshire Commons
- West Point Village/Crawford Rd.
- Deerfield Village - N/Deerfield Rd.
- Deerfield Village - S/Deerfield Rd.
- Lexington Ridge - E/Deerfield Rd
- Lexington Ridge - N/Deerfield Rd
- Lexington Ridge - S/Deerfield Rd
- The Reserve Apartments
- University Meadows - N/Bluegrass
- University Meadows - S/Bluegrass
- Village at Bluegrass
- Menards/Aldi Shopping Center
MEET THE TEAM 23-24

RACHEL KIDDER
Advertising Manager
Senior

MASON TURNER
Team Leader/
Account Manager
Senior

OLIVIA GARCIA
Team Leader/
Account Manager
Sophomore

LUCAS BEGANSKI
Account Manager
Senior

PAIGE TOMS
Account Manager
Sophomore

SOFIA RANDAZZO
Account Manager
Senior

NICK MOZOLA
Account Manager
Freshman

CHADERA HAYESI
Account Manager
Junior

KENDYL WILSON
Designer
Senior

STEPHANIE PHUNG
Designer
Junior

LINDSEY RUSSELL
Engagement Editor
Junior

DIGITAL ANALYSTS:
Eshwar Revuru
Koushik Reddy Ramidi
Rajesh Lakanavarapu
CONTACT US

Growing our client's brands through creative print, digital, social, event and out-of-home marketing strategies.

ADVERTISING, Gold Media Group
(989) 774 - 6682
advertising@cm-life.com

REGAN FOSTER, Director
(989) 774 - 1678
foste1rc@cmich.edu

KATHY SIMON, Assistant Director
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simon1k@cmich.edu

PATRICIA KIERST, Business Manager
(989) 774 - 3213
kierst1pa@cmich.edu