

ADVERTISING IN THE NEW UNIVERSITY



The University of California, Irvine is located in the city of Irvine amidst the energetic lifestyles of Southern California. With a city population of over 207,500 incorporated within 65 miles*, the city of Irvine is host to the second largest and one of the fastest-growing campuses in the 10-campus University of California system.

With a campus population of nearly 42,000 students, faculty, and staff, the University of California, Irvine's official campus newspaper, the *New University*, has been the primary newspaper and information source serving the campus and Irvine community since its founding in 1968.

The *New University* is the only on-campus newspaper developed by the students for the students, faculty, and staff of the University of California, Irvine. It is the most viable and strategic way to reach the entire campus community at any one time. The *New University* strives to continuously communicate issues of interest and importance to the readers of the campus and Irvine community.

Advertising with the *New University* gives a unique opportunity to reach this diverse and strong market you desire to obtain. The *New University* makes it effortless for you to advertise in, as well as see the end results. Our team is dedicated to assisting in meeting your goals and marketing needs throughout the year.

*City of Irvine 2010

NEW UNIVERSITY READERSHIP

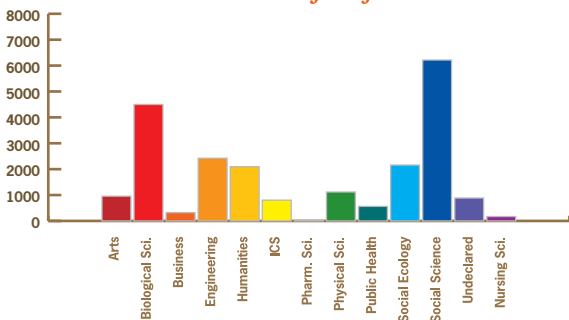
- **New publication every Tuesday** during the academic school year, September through June
- **99% pick-up rate** on average among the UCI population with issues shared among 2-4 people
- **8,000 print circulation** is distributed every week among a nearly 42,000 campus population
- **Free distribution to over 80 locations** covering the entire campus as well as local retail locations and the UCI Medical Center
- **Award-winning** advertising and editorial content since 1968
- **Worldwide access** to the weekly editorial content at www.newuniversity.org & www.newu.uci.edu

CAMPUS ACCOLADES†

- **\$3.9 billion** annual economic impact in Orange County alone
- **Largest** employer in Orange County
- **Ranked among the top U.S. universities** – public and private – in the number of undergraduate applications
- **Ranked in the Top 50** "America's Best Colleges" according to *U.S. News & World Report*
- **One of only 62 members** in the U.S. and Canada elected to membership in the prestigious Association of American Universities.

CAMPUS MARKET PROFILE†

Distribution of Majors



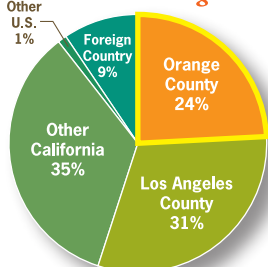
Freshmen

New Freshman Enrolled (Fall 2009)
4,030
New Freshman Applicants (Fall 2009)
44,072

Enrollment (Fall 2009)

Undergraduate 22,226
Graduate 5,566
TOTAL STUDENTS 27,792

Students' Origins



Student Ethnicity

American Indian/Alaskan Native 109
Asian/Pacific Islander 12,731
Black, non-Hispanic 571
Hispanic 3,408
White, non-Hispanic 6,863
Ethnicity not stated 1,942

Work Force (Fall 2009)

Faculty/Academics 2,688
Administration/Staff 11,394
TOTAL EMPLOYEES 14,082

TOTAL CAMPUS POPULATION:
41,874

† Data Accurate as of Fall 2009; Sources: Orange County Business Journal, University Communications 2010, & UCI Office of Institutional Research