Tucson Jcc

Final Deliverable









Meet the Team



Management Jimmy Rigney



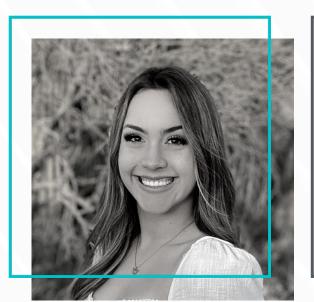
MIS Ben Frieden



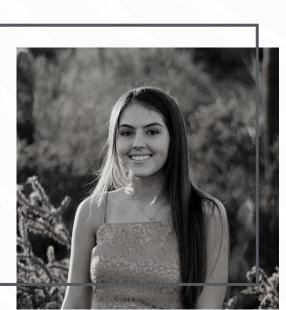
Marketing Ryan West



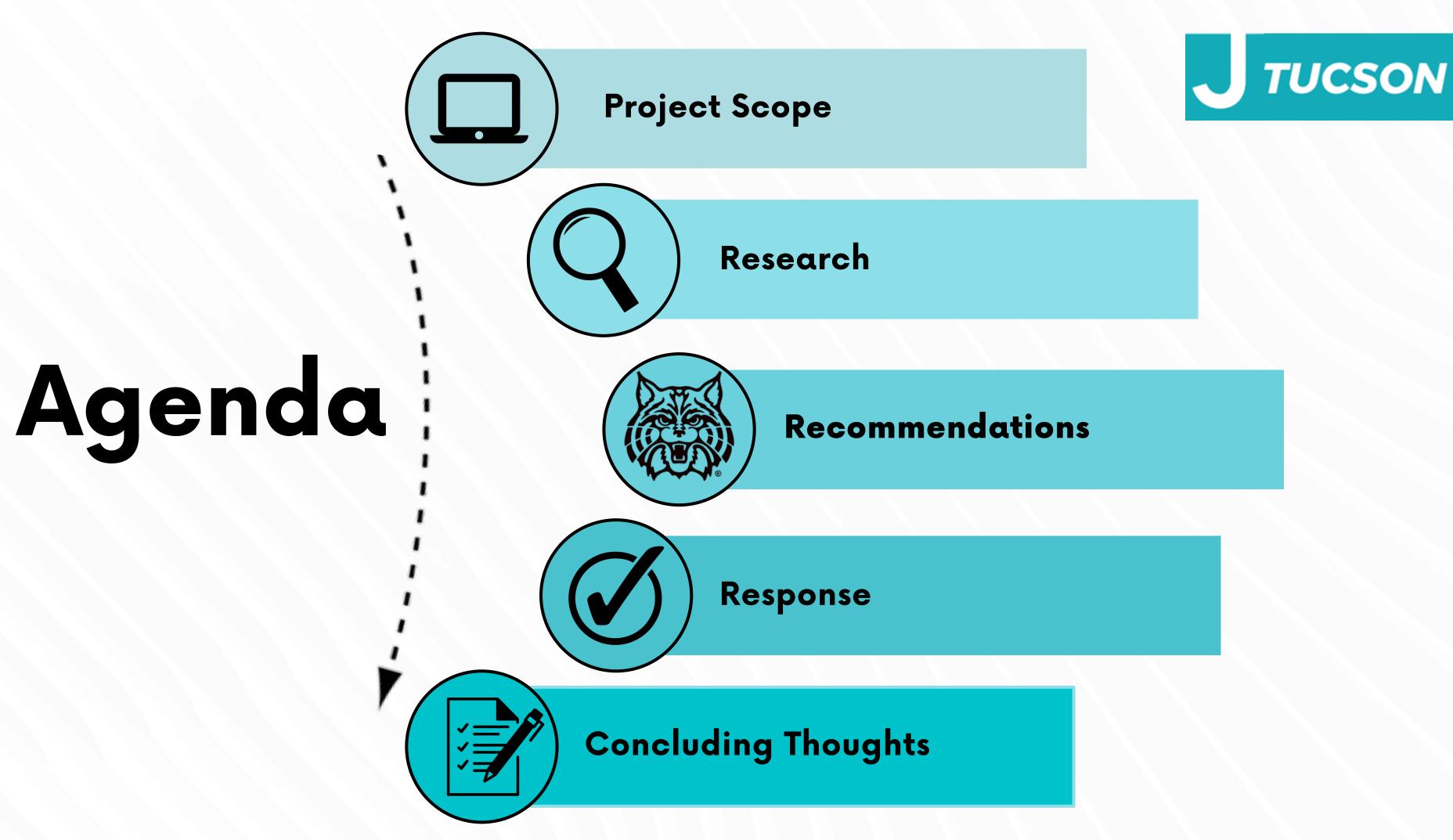
MIS Komal Matharu



Management Finance



Payton Perez Rachel Schmitt







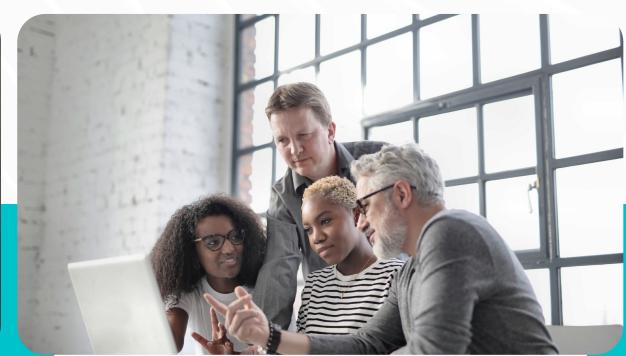
Research







Secondary Research



Focus Group

Project Scope

Research

Implementation

Recommendations



Implementation Benefits

Increase Volunteers

Clarity of Opportunities

Stress Reducing

Project Scope

Research

Implementation

Recommendations



The Daily Wildcat Promotion

150,000 readers per month 140 racks around campus Emails sent to students at the UA

Website Development

Add a volunteer section to the website
J Stories
Volunteer Ambassadors

Project Scope

Research

Implementation

Recommendations



*Why advertise in the

When T

Wint

The Wildcat print edition is published once except for the Basketball Preview, which is B

Football Preview

Public Publishes: Wed., Sept 7 Space Space Reservation: Wed., Aug 31 Artw

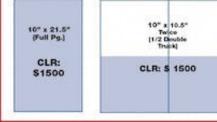
Public **Publishes** Space Reservation: Wed., Sept 21 Artw Artwork

Basketball Preview & Housing Guides

Publishes: Space Reservation: Wed., Oct 26

Tabloid Sizes & Prices





888 N EUCLID AVE, ROOM



The award-winning Wildcat Online is the world wide web version of the University of Arizona's independent student newspaper, the Arizona Daily Wildcat. It contains all the editorial content of the printed Wildcat. But it's more! Our colorful, informative website features its own stories, photos, interviews, interactive chat sites, polls and more.

150,000 readers each month make the Wildcat Online the #1 source of online campus news!

Wildcat Online?* We
We can make you a successful online advertiser! For only \$5 per one have 150,000 user thousand impressions, your ad will be rotated throughout the entire sessions per month Wildcat Online. It will be seen more than 5,000 times per day! And if you The Wildcat Online is order more than 50,000 impressions, we'll give you bonus impressions. We'll design your banner ad for free and, if you don't have a web page you your ad is just a click banner can link to, we'll also create a simple web page for free. *Schedule* away They'll see your The Wildcat Online is published in conjunction with the Arizona Daily ad 24 hours a day, Wildcat newspaper, Monday-Friday when school is in session. However, it seven days a week can be read 24 hours a day, seven days a week. *Production* Don't have a Online advertising banner ad? Our design staff will create one at no charge to you. Banner ads works! A recent study provided by advertiser should be in GIF or IPEG file format. Submit your ad involving 16,000 on disk, via the web, or by email. *Deadlines* If you provide a web-ready respondents found a banner, the deadline is 2 working days prior to publication. If we design your banner, deadline is 3 working days before publication. If you want a exposure creates a full page web ad plus a banner ad, we'll need five working days. *Print and positive perception of Online Combo* Run at least a half page of print advertising each month (48 the advertiser column inches) and get any banner ad at half off increasing likelihood of a purchase

Call 621-1686 or email "display@wildcat.arizona.edu":mailto:display@wildcat.arizona.edu

SECTIONS Arts & Life

OUICK LINKS About Advertising **Privacy Policy** Galleries

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STUDENT MEDIA Arizona Student Media KAMP Student Radio UATV

Wildcat is the award winning, student managed and produced news outlet serving The University of Arizona and greater Tucson since 1899.

THE DAILY WILDCAT

The Arizona Daily

publishes daily at



The Daily Wildcat

Student-run daily newspaper

UA community and adults ages 18 to 25

Plenty of reach in the community

Project Scope

Research

Implementation

Recommendations

The Daily Wildcat Mockup





ARTS & LIFE-

MULTIMEDIA-

PRINT EDITION -





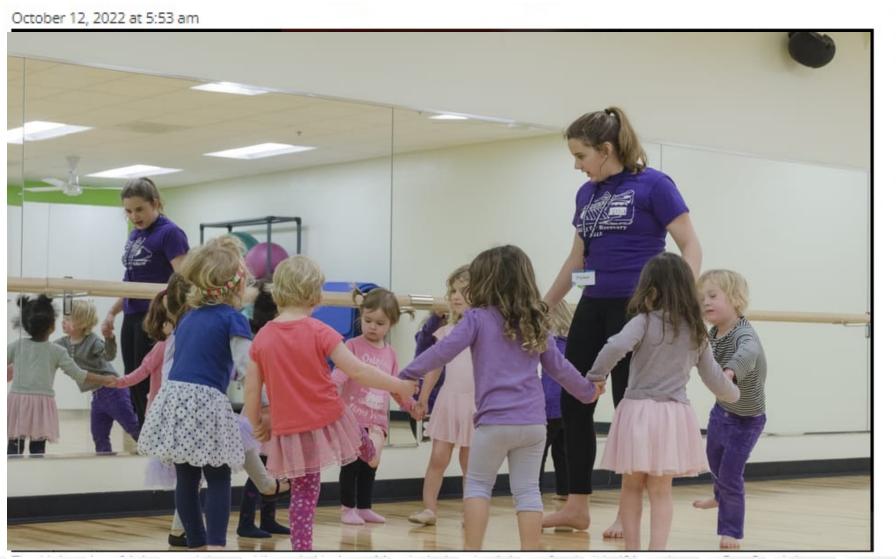


THE DAILY WILDCAT



Thursday October 20, 2022 | 9:20am

Community Impact and Resume Building Just got Easier: TJCC Launches Ambassador Program











The Daily Wildcat Mockup



The University of Arizona student voice since 1899

THE DAILY WILD CAT

COMMUNITY SERVICE



Give back to your community with opportunities provided at the TJCC

Looking to make a positive impact on the community? The Tucson Jewish Community Center (TJCC) is looking for driven, coordinated, and compassionate individuals to help kickstart their new Ambassadors Program. The new program will help these individuals develop leadership skills, enhance volunteering experience, and represent the organization in a positive light.

Project Scope Research Implementation Recommendations Response

Website Mockup



HOURS PROGRAMS

GROUP EXERCISE

AQUATICS

RACQUET SPORTS

GYMNASIUM

JOIN

MEMBER LOGIN

DONATE

FITNESS & WELLNESS

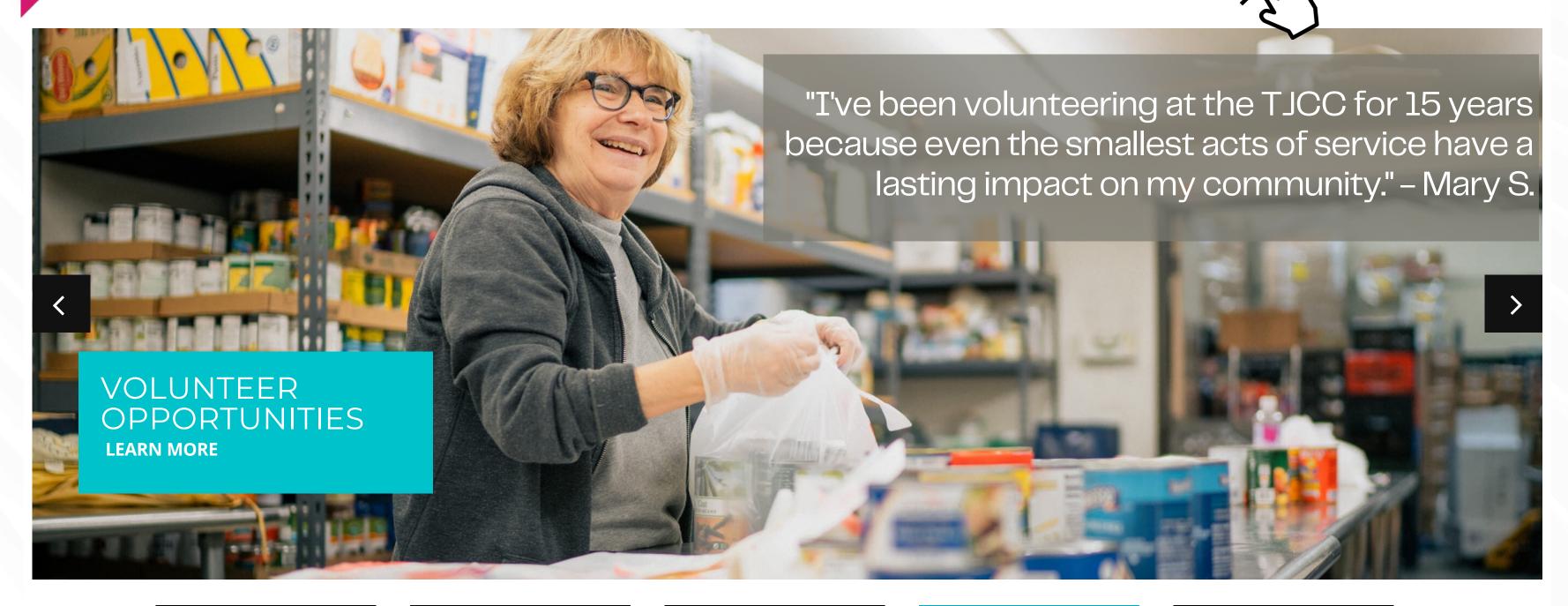
CHILDREN & FAMILIES

CULTURE & COMMUNITY

JEWISH LIVING

VOLUNTEER

ABOUT



Project Scope

Research

Implementation

Recommendations

FITNESS & WELLNESS CHILDREN & FAMILIES CULTURE & COMMUNITY JEWISH LIVING VOLUNTEER ABOUT



Q Search for volunteer events

Find Events

Month

Photo Week

Now - October 30 ~



27

Featured October 1 - October 31

Build the J-Library: Book Drive



OCT

Volunteer Ambassador: Youth Swimming Competition



Experienced Kosher Bakers: Loaves of Love



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Today

Now - October 30 ~



27

▼ Featured October 1 - October 31

Build the J-Library: Book Drive



All day ϕ

Volunteer Ambassador: Youth Swimming Competition



29 E

All day ♥

Experienced Kosher Bakers:

Loaves of Love

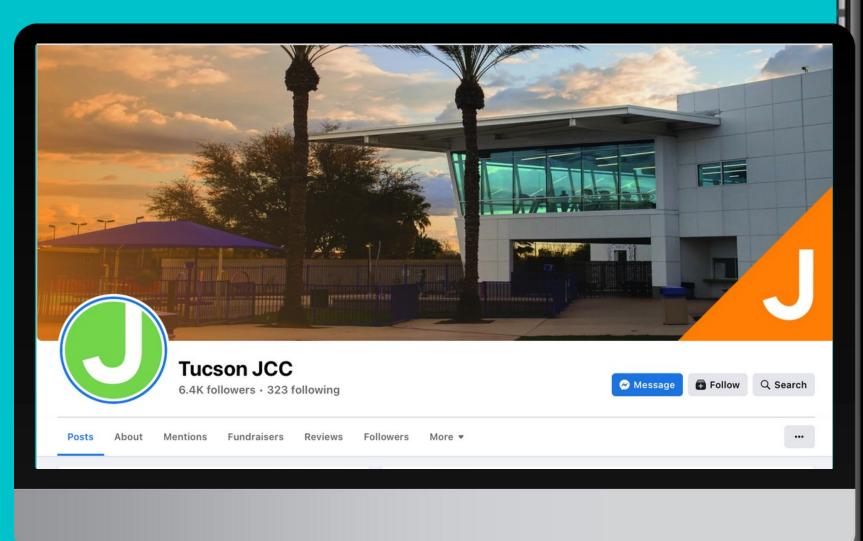


Developing the Brand

#Jstories









Response







Volunteering Tab on TJCC Website

Working with Cecily at Single Focus Web

Necessary Deadlines:

Nov. 11

Nov. 18

Volunteering Testimonials

Website Development

Complete



Daily Wildcat Promotion

Cost: FREE for story storyideas@dailywildcat.com

Winter Commencement Edition Deadlines:

Nov. 23 Space Reservation

Nov. 29 Artwork Due

Dec. 7 Published

Project Scope

Research

Implementation

Recommendations



PRINT CALENDAR

When each print edition and each special section hits the streets

When To Book Your Reservations:

The Wildcat print edition is published once a month. All publications will be printed in the Tabloid format except for the Basketball Preview, which is Broadsheet. Extended Distribution means more distribution off campus, to engage the local community.

Football Preview

Publishes: Wed., Sept 7 Space Reservation: Wed., Aug 31 Artwork Tues_Sept 2

Homecoming & Election Guides

Publishes: Wed, Oct 5 Space Reservation: Wed., Sept 21 Artwork Mon., Sept 26

Basketball Preview & Housing

Guides

Publishes: Wed. Nov 9 Space Reservation: Wed., Oct 26 Artwork Mon., Oct 31

Winter Commencement

Publishes: Wed. Dec 7 Space Reservation: Wed., Nov 23 Artwork: Tues., Nov 29

Medical & Housing Guides

Publishes: Wed., Feb! Space Reservation: Wed., Jan 8 Mon., Jan 23 Artwork: Extended Distribution on Medical Guide

1/2 Page Vert.

4.92" x 10"

Art Guide

Publishes: Wednesday, March 15 Space Reservation: Wed., March | Artwork: Mon., March 6 Extended Distribution on Art Guide

Summer Commencement

Publishes: Wednesday, April 12 Space Reservation: March 29 Artwork: Mon., April 3

Tabloid Sizes & Prices

Full Page

CLR: \$600

1/2 Page Horiz. 10" x 4.92"

CLR: \$425 CLR: \$425

"Double Truck"

CLR: \$900

2 Page

Inside Front Cover CLR: \$700 **Back Cover**

CLR: \$800 Inside Back Cover CLR: \$700

Center Fold CLR: \$1000 10" x 10" (twice)

Broadsheet Sizes & Prices - Basketball Preview Only

10" x 21.5" (Full Pg.) CLR: \$1500

10" x 10.5" Twice (1/2 Double CLR: \$ 1500

10" x 10.5" (1/2 pg horiz.) CLR: \$900

4.91" x 10.5" (1/4 pg) CLR: \$500