



Advertising Materials

Below are some suggestions to be used in print ads, X (formerly Twitter) messages, Facebook posts and radio announcements.

Print Ad

Longer Version

Thinking about college? Whether you are planning to attend college or simply evaluating your options, you can get answers to your questions about college admissions, the financial aid process and scholarships at an ECMC College Nights event.

Date: [date of your event]

Time: [time of your event]

Attendees will attend a one-hour presentation to receive expert advice along with a free college-planning workbook.

For more information, visit www.collegenights.org.

Shorter Version

Whether you are planning to attend college or simply evaluating your options, you won't want to miss this informative event. Visit www.collegenights.org for location details and more information.

Social Media

X (formerly Twitter)

Post information about the event, add reminders as the event approaches and direct students and parents/guardians to the ECMC College Nights website (www.collegenights.org). Include the social media graphic found on the ECMC College Nights website to help grab the reader's attention (www.collegenights.org/global/images/College-Nights-Social-Card.png).

Example post: Join us [date of event] in the [location—example: auditorium] for an ECMC College Nights event—a free college-planning presentation. View details here [link to www.collegenights.org].

Facebook

Post information about the event, add reminders as the event approaches and direct students and parents/guardians to the ECMC College Nights website (www.collegenights.org) and ECMC's Facebook page (www.facebook.com/ECMCStudentSuccess). Include the social media graphic found on the ECMC College Nights

website to help grab the reader's attention (www.collegenights.org/global/images/College-Nights-Social-Card.png).

Example post: Join us on [date of your event] in the [name of your location - example: auditorium] for an ECMC College Nights event. During this free one-hour presentation, you will learn about college admissions, the financial aid process, scholarships and receive a free college-planning workbook. Visit the ECMC College Nights website at www.collegenights.org for more information.

Radio Announcement

Inform the public about your ECMC College Nights events through a public service announcement or radio spot. Use one of the scripts below based on the time slot available.

30-Second Script

Want help planning for college? Join other students and parents/guardians for an ECMC College Nights event—a free college-planning event being held at [location(s)] on [date(s)] at [time(s)]. You'll get straight answers and simple strategies for planning and paying for college, plus a free college-planning workbook. For more information, go to www.collegenights.org. That's www.collegenights.org.

60-Second Script

Want help planning for college? Join other students and parents/guardians for an ECMC College Nights event—a free, college-planning event being held at [location(s)] on [date(s)] at [time(s)]. You'll get straight answers and simple strategies, plus a free college-planning workbook. During this one-hour presentation, experienced professionals will take the mystery out of financial aid and guide you through the process of planning and paying for college. ECMC College Nights can help you start to see college as an affordable, attainable goal and give you the necessary tools to get there. For more information about ECMC College Nights, go to www.collegenights.org. That's www.collegenights.org.