

UNIVERSITY PRINT IDEAS

UNDERGRADUATE PRINT MARKETING

At Preferred Direct, we're here to support your university's marketing efforts with fresh print marketing ideas for every season. Check out our handy guide below and reach out to our team to kick start your next print project. We're excited to help you make an impact all year round!

	SPRING	SUMMER	FALL	WINTER
CLASS	<ul style="list-style-type: none"> • Registration Deadlines • Study Aboard Brochure • University Newsletter • Student Newsletter 	<ul style="list-style-type: none"> • Summer Class Catalog • Fall Classes Registration Information • End Of Year Newsletter 	<ul style="list-style-type: none"> • Registration Deadlines • Study Aboard Brochure • University Newsletter • Student Newsletter 	<ul style="list-style-type: none"> • Spring Classes • Registration Information • Winter Break Notices
EVENTS	<ul style="list-style-type: none"> • Career Fair Schedules • Club Event Schedules • Guest Speaker Flyers • Networking Event Information 	<ul style="list-style-type: none"> • Graduation Programs • Graduation Event Flyers • Summer Camps & Workshops 	<ul style="list-style-type: none"> • Fraternity/Sorority Information • Homecoming Flyers & Invitations • Freshman Networking Events Schedule 	<ul style="list-style-type: none"> • Holiday Closings & Campus Hours • Campus Holiday Events • Local Charity Highlights & Events
FINANCE	<ul style="list-style-type: none"> • FAFSA/Scholarship Forms • Tuition Due Date • Reminder Postcards 	<ul style="list-style-type: none"> • Housing Information • Scholarship Information 	<ul style="list-style-type: none"> • FAFSA/Scholarship Forms • Tuition Due Date • Reminder Postcards 	<ul style="list-style-type: none"> • Tuition Due Date • Reminder Postcards • FAFSA Renewal
STUDENT OUTREACH	<ul style="list-style-type: none"> • Application Due • Date Reminders • Campus Tour Invitations • Acceptance Letters • Orientation Schedules 	<ul style="list-style-type: none"> • Orientation Schedules • Orientation Packets • Campus Maps • Welcome Letters 	<ul style="list-style-type: none"> • Application Information • University Class Catalogs • Specialized Programs Brochure 	<ul style="list-style-type: none"> • Application Due • Date Reminders • Orientation Schedules • Spring Internships & Volunteering

