

Just as no two people are alike there isn't just one way to deliver messaging content to your target. Print is highly visual and intimate with unparalleled staying power while Digital is ideal for providing more in-depth and targeted information. For full impact when reaching students, use them in tandem and let them support and build off of each other.

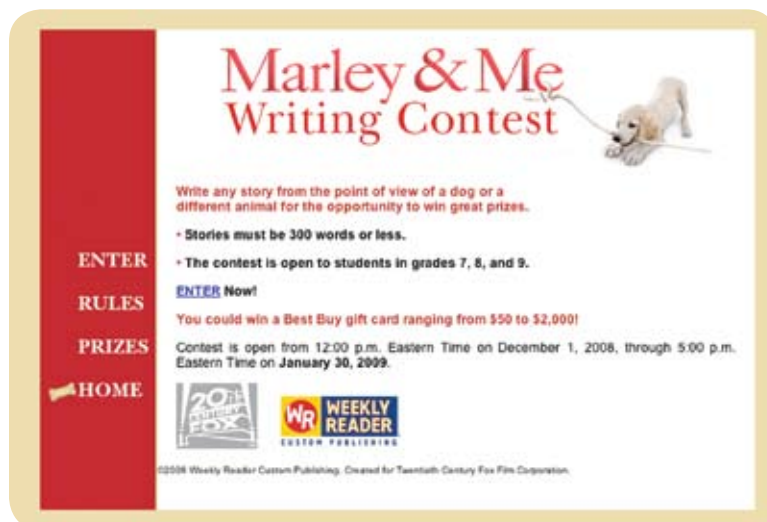


Advantages of Print

- High impact for targeted messaging
- Staying power
- Visual and tactile—establishes a personal connection
- Supports multiple content types
- Delivers tangible, high-perceived value
- Delivers tips, tools and brand messages in a practical and user-friendly context
- Easily adaptable
- Supports online program

Advantages of Digital

- Engaging
- Reinforces key messaging
- Allows timely access in school and at home
- Potential to add breadth and depth to information and tools
- Creates a conversation
- User-driven
- Cost-efficient
- Data capturing capabilities
- Supports print program



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