

fri
print®

Employer branding // Free printing

PROVIDING STUDENTS WITH FREE PRINTING

Friprint enables your company to use the rear side of student prints to **complement your existing employer branding**, recruiting and other career related communication needs.

Friprint allows you to **create a positive association** between the students and your company as your messages will provide the students with a free printing service.

Currently **Friprint is printing minimum 4.000 pages a day** on the Copenhagen Business School. Friprint has been very well accepted by the students, as they enjoy the relevant information to their career on the rear side and of course the fact that they get free printing. From the corporate sector Danske Bank, Ernst & Young, CBS Career Center and Karrieredagene (Andersen & Bjørnskov) has been using the service of Friprint, see examples attached.



LONG-TERM STUDENT EXPOSURE

Approximately 85% percent of CBS students keep their school related documents for a semester or longer, providing a **long exposure time** for your employer branding messages. Additionally 46% of students keep printed material for the full length of their study, which in comparison to newspapers, magazines, or TV Screens is a much longer period of time.

When students use Friprint, they will have your **full colour message on the rear side of the page**. Once printed your message will not only be viewed by the individual student but also has the potential to be seen by fellow students and group members, giving your message **broad reach**.



MANAGE YOUR CAMPAIGNS WEEKLY

Friprint is based on a week-by-week printing of your messages, allowing you to **manage your employer branding efforts on a weekly basis**. Friprint gives you the possibility to brand your company or create awareness of event, job application date or any other time specific activity in a simple and easy manner. To keep it simple Friprint offers **all-inclusive prices**.

All A4 pages are in full color on 90gsm 100% recycled paper distributed to the students at Copenhagen Business School for any given week. With Friprint you can **forward you message Friday and students will be printing Monday morning**.

As there are only a **limited number of printing slots available per week**, we advise you to book the slot of your choice in advance to improve your chances of getting the week that you desire.



USE FRIPRINT FOR SEVERAL PURPOSES

Recruiting	Branding	Events
Graduate Jobs	Weekly Campaigns	Open Presentation/ Seminars
Student Jobs	Monthly Campaign	Special i.e. Strategy Lounge
Graduate Programs	Semester Campaign	Career Fair
Internships	Friprint Partnership	Special



CASES

Danske Bank

Danske Bank was using Friprint for a two week general branding campaign.

ERNST & YOUNG

Ernest & Young was using Friprint to promote two career related seminars.

andersen  bjørnskov

“In week 8, 9 and 10, 2008, we used Friprint to announce the job fair “Karrieredagene” to CBS students. We think Friprint is a great marketing opportunity, and we were excited about how this new media placed our message directly into the hands of students and with great visibility. We look forward to using Friprint again.”

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print®**

PRICES

1/4 page	//	kr. 4.750
1/2 page	//	kr. 7.500
Full page	//	kr. 11.500

Weekly price

2 weeks	//	kr. 20.000
1 month	//	kr. 35.000
1 semester	//	kr. 139.999
1 year	//	kr. 229.999
Friprint Partnership*	//	kr. 25.000

Campaign bonus

* see description on Friprint Partnership in the following pages

- > Weekly exposure: 4.000 pages and 3.000 students
- > All prints are delivered on 90gsm, 100% recycled paper in full color.
- > All campaign prices includes a full A4 page
- > All prices are ex. moms and can be chanced



FRIPRINT PARTNERSHIP

Take advantage of the free space and get your brand in front of students in a way that doesn't cause brand blindness. By displaying your message at different times and in different sizes you increase the student retention of your message.

Summary:

> Friprint partners have their message displayed throughout the school semester when there is a free space available.

Includes:

- > Minimum of four weeks exposure in one of the three available sizes (full page, half page or quarter page)
- > Minimum 16.000 pages (4000 pages per week)

Price:

> Partnerships cost 25,000 kr. (ex. moms) per semester



FRIPRINT SMS

Create a more dynamic campaign and integrate SMS into your employer branding // recruiting messages. Engage the students through a call-to-action i.e. send an sms to 1220 with the text 'JOB 1234 + your email address' - an automated email would be then forwarded to their email account giving a detailed description of the Job 1234.

Summary:

> By combining SMS's to the Friprint media you can better measure the campaigns effectiveness and while starting a dialogue with the interested students

Includes:

> 1000 sms

Price:

> The sms service costs 1,250 kr. (ex. moms) + 60 øre per sms (over 1000)
> Personalized keyword i.e. 'Job' costs 2,500 dk. (ex. moms)



FRIPRINT EXAMPLES



See following pages >



Hvad brænder du for?



Kom og hør om dine karrieremuligheder hos Ernst & Young

Tirsdag d. 25. marts kl. 16.45 kan du møde repræsentanter fra vores **konsulentforretning** inden for Advisory Services, Transaction Advisory Services, TAX og Public.

Formålet med aftenen er at give dig et bedre indblik i livet som konsulent hos Ernst & Young. Et panel af repræsentanter fra vores forskellige konsulentafdelinger vil bl.a. fortælle om forretningsområder, arbejdsopgaver og karrieremuligheder, og efterfølgende vil der være mulighed for at få en uformel snak med konsulenterne.

Aftenens program:

Kl. 16.45: Registrering

Kl. 17.00: Velkomst

Kl. 17.10: Panelet bestående af konsulenter fra Advisory Services, Transaction Advisory Services og Tax fortæller om hverdagen i Ernst & Young

Kl. 18.45: Middag og uformel snak

Kl. 21.00: Arrangementet slutter

Begge arrangementer foregår på vores kontor i København, Tagensvej 86, 2200 København N. Vi glæder os til at se dig!

Tilmelding foregår via www.ey.com/dk/karrierecenter

Mandag d. 31. marts kl. 17 kan du høre om dine muligheder inden for **rådgivning og revision**.

Ernst & Young har en meget bred kundeportefølje, hvilket giver dig mulighed for at rådgive alt fra mindre virksomheder, hvor du kender til hvert et hjørne, til dem, der vækster kraftigt samt de større og mere veletablerede virksomheder. Kom og hør hvorfor karrieren som revisor er oplagt for den udadvendte person, der gerne vil være rådgiver på et bredt spektrum af opgaver.

Aftenens program:

Kl. 17.00: Velkomst

Kl. 17.10: Livet som moderne rådgiver

Kl. 18.40: Spørgsmål

Kl. 19.00: Middag og uformel snak

Kl. 21.00: Arrangementet slutter



Copenhagen
Business School
1917 – 2007

CBS Career Center

Presentations & seminars for week 17, 2008

For more information and registration,
please go to career.cbs.dk/events

 PRICEWATERHOUSECOOPERS

PricewaterhouseCoopers – Open Presentation

Mandag d. 21. april 2008, 16:30 - 18:00

Solbjerg Plads, Vestas Aud. (SPs07)



KPMG – Open Presentation

Tirsdag d. 22. april 2008, 17:00 - 20:00

KPMG, Borups Allé 177, 2000 Frederiksberg



Løn og Kontraktforhandling – Seminar

Tirsdag d. 22. april 2008, 14:25 - 16:05

Solbjerg Plads, Vestas Aud. (SPs07)



Angrib din jobsøgning som en business case – Seminar

Onsdag d. 23. april 2008, 14:25 - 17:30

Solbjerg Plads, SP.214

Har du lysten til at sætte ambitiøse mål - og evnerne til at nå dem?

Tjek dine muligheder på

www.danskebank.com/job

Danske Bank

SHOP FOR JOB

REGISTRER
DIT CV OG
VIND
PRÆMIER
WWW.KARRIEREDAGENE.DK

KARRIEREDAGENE

DANMARKS STØRSTE JOB- OG KARRIEREMESSE

| KØBENHAVN | 07 | MARTS | 2008 | KL. 10-16 |

ØKSNEHALLEN - HALMTORVET 11

KARRIEREDAGENE®



friprint.dk

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