

ACADEMIC MEMBERSHIP

Advertising, Communications, Media, Design, Marketing, Sales, Interactive, Social



- Scholarship opportunities.
- Guest speakers, judges, and panelists.
- Internships and job opportunities.
- Reduced student membership fee.

WHO'S HUNGRY?

College and University Academic Membership

Stay current with best practices in the industry, expand your personal network and get additional exposure for your school through the Philly Ad Club. With over 2,500 members in the **advertising, communications, media and design** industries, it's the best place to give exposure to your students. Academic Membership includes:

- **Scholarship Opportunities for Your Students**
 - “Philly’s Future” Scholarship Program – up to \$40,000 is awarded annually to local students majoring in advertising, communications, marketing, journalism, and design. This is a primary benefit for schools that hold Academic Membership in the Philly Ad Club to provide a candidate annually
- **Industry Experts as Guest Speakers, Panelists and Judges for Your Classes, Competitions, and Events**
 - Access to industry professionals as guest speakers for classes, panels or competition judges
 - Opportunity to host Philly Ad Club events on your campus
 - Promote your school’s events at www.phillyadclub.com
- **Opportunities for Student Internships and Jobs**
 - Internship and job postings at www.phillyadclub.com
 - Plus, visibility is key when students are searching
- **Reduced Membership Fee for Your Students**
 - Student membership is only \$10 for schools with an Academic Membership (compared to the standard student membership cost of \$25)
 - Academic membership includes membership in the American Advertising Federation (AAF)
- **Opportunities for Students to Expand Their Network**
 - Attend events and workshops at reduced rates
 - Network with professionals in the industry
 - Meet executives in all areas of the industry including advertising, PR, marketing, design, media, interactive marketing and more
 - Free subscription to *AD NEWS* magazine
- **Cost of Academic Membership for Colleges and Universities**
 - Includes 5 faculty/staff members for only \$300 (compared to \$650 if all five were to sign up for individual membership at \$125 per person).

Go to **JOIN** at www.phillyadclub.com and sign-up today.
Philly Ad Club • 215-477-1993 or office@phillyadclub.com