

ONLINE MEDIA OPPORTUNITIES

DEDICATED E-MAILS



DEDICATED E-MAILS:

Dedicated e-mails are mailed to our Cardholders on a weekly basis and feature many of our national key partners. Below are a just a few samples of our dedicated e-mails.

AIX ARMANI EXCHANGE

20% OFF AT ARMANIEXCHANGE.COM

USE CODE **AXCARD05**
VALID THROUGH 8.3.05

1.800.717.AXAX FORWARD TO A FRIEND >

Enter code AXCARD05 and your valid Student Advantage cardholder number to receive this limited time offer. Promotion cannot be combined with any other offer. Promotion is not redeemable for cash or for the purchase of gift certificates. Discount is valid online only. Offer subject to change at any time. Discount is valid on full price merchandise only. Please visit www.studentadvantage.com for additional information.

A|X Armani Exchange Dedicated E-mail

SHOP BOTH **DRUGSTORE.COM** AND **BEAUTY.COM** WITH ONE CART!

Student Advantage Cardholders
SAVE 10% on great products like:

drugstore.com
the uncommon drugstore

BEAUTY.COM

| | | | |
|---|---|--|---|
| Jergens Natural Glow Retail: \$5.99 | Neutrogena Hair Mask Retail: \$6.69 | Wink Beauty Shimmer & Smile Cheat Sheets Retail: \$28.00 | Tarte Cheek Stain Retail: \$25.00 |
|---|---|--|---|

START SHOPPING!

Drugstore.com and Beauty.com Co-Dedicated E-mail

Cardholders **GET 15% OFF** walk-up fares and online

Newer faster service. Stop less. Go more.

Greyhound makes it easier and faster with our new more direct routes. Buy your tickets online, get on the bus and go wherever, whenever. It's the quick, convenient and comfortable way to get to where you want to go.

Plus, SAVE 50% on all your shipping needs with Greyhound PackageXpress!

SAVE NOW

Greyhound Dedicated E-mail

Visit the Student Advantage **HOLIDAY STORE** ONLY 17 DAYS LEFT!

Check everyone off your list and **SAVE** on all your holiday shopping this season with the Student Advantage Card!

SHOP NOW

| | | | |
|--|--|---|---|
| flowers.com 1-800- 15% OFF | AllPosters.com SAVE 15% | AIX 20% OFF online | BARNES & NOBLE SAVE an additional 5% |
| drugstore.com SAVE 10% | eBags 10% OFF plus FREE shipping | EASTERN SPORTS 15% OFF non-sale items | Foot Locker \$10 OFF purchases \$50 or more |
| LOEWS CINEPLEX Up to 40% OFF box office prices | People 20 Issues of PEOPLE for \$20 | TARGET 10% OFF online | urban outfitters 15% OFF online |
| Studentmags Up to 85% OFF over 800 magazines | SmartBargains \$10 OFF purchases of \$99 or more | SmartBargains 10% OFF | |

Handwritten list on the left:
 Men's Sweater
 Cookie basket
 Robe
 Dad frame keyboard
 Golf magazine
 Leg lamp
 Keim
 Xbox 360 and wireless controller
 Neil Diamond poster
 Sarah
 Snowboard bag
 New kicks
 Candles
 Scarf
 Vase + flowers

Student Advantage Holiday Store Dedicated E-mail



Discounts based on current offers and are subject to change.
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ONLINE MEDIA OPPORTUNITIES

SWEEPSTAKES AND SURVEYS



SWEEPSTAKES AND SURVEYS

Participate in one of many Student Advantage Sweepstakes and Surveys and reward Cardholders for their opinions. See below for a few samples of what we have done in the past.



GRAND PRIZE

- AllPosters.com **Two \$50 OFF Coupons**
- Barnes & Noble.com **Two \$50 Gift Cards**
- ArmaniExchange.com **Two \$50 Gift Cards**
- eBags **Two \$25 Gift Certificate**
- Studentmags.com **\$25 Gift Certificate**
- UrbanOutfitters.com **\$50 Gift Card**

SECOND PRIZE

- AllPosters.com **\$50 OFF Coupons**
- ArmaniExchange.com **\$50 Gift Card**
- Barnes & Noble.com **\$50 Gift Card**
- eBags **\$25 Gift Certificate**
- Studentmags.com **\$25 Gift Certificate**
- UrbanOutfitters.com **\$50 Gift Card**

THIRD PRIZE

- AllPosters.com **\$50 Gift Card**
- ArmaniExchange.com **\$25 Gift Card**
- Barnes & Noble.com **\$25 Gift Card**
- eBags **\$25 Gift Certificate**

ENTER TO WIN!

Click [HERE](#) to read the "New U Sweepstakes" terms and conditions

"THE NEW U" SWEEPSTAKES LAND PAGE

Welcome Sam Student
1234567891234567
Your Card is **Activated**
Search Deals:
[Advanced Search](#)

20,000 WAYS TO SAVE
ONE CARD TO DO IT WITH!

New U. Sweepstakes

DISCOUNT GUIDES:
ALL DISCOUNTS
NEW DISCOUNTS
MOTHER'S DAY
AUTO
BOOKS & MAGAZINES
CLOTHING & FOOTWEAR
DOOR & SUPPLIES
ENTERTAINMENT
FLOWERS & GIFTS
FOOD
HEALTH & BEAUTY
PHONE & INTERNET
SERVICES
SOFTWARE & TECH
SPORTS & OUTDOORS
TRAVEL

the new U sweepstakes

It's that time of the year to head back to Campus. Don't let your friends see the same person they last saw in May! Enter the **New U. Sweepstakes** today for your chance to makeover your college lifestyle. From dorm decorations to a new wardrobe for the night on the town, Student Advantage will make sure that everyone loves the **New U!**

Please enter your Student Advantage Card Number in the space below.

Please tell us:

Email Address:

Are you a current Student Advantage Cardholder?

I would like to receive discount updates from the following businesses:

Items marked with an are required

"THE NEW U" SWEEPSTAKES SURVEY

Welcome: **Sam Student**
1234 5678 9101 1121
Your Card has **expired**
[Renew Here.](#)

20,000 WAYS TO SAVE
ONE CARD TO DO IT WITH!

The Taste of Europe Tour
THREE CITIES TO VISIT, THREE WAYS TO WIN.

Enter to **WIN A TRIP FOR TWO** from **College Break**

For trip details click [here](#)

Amsterdam



Brussels



Paris



PURCHASE

your Student Advantage Card

••••• **BONUS** •••••

Receive one entry per year enrolled. If you get a four-year-Card, that means **FOUR** sweepstakes entries and four years of BIG savings

RENEW

your Student Advantage Card

••••• **BONUS** •••••

Receive additional entries per year renewed. If you renew your Card for three years, that means you will get **FOUR** entries!

REFER

your friends through the **CARD-A-FRIEND PROGRAM**

••••• **BONUS** •••••

Receive one entry for each successful enrollment. **Plus**, your friends get entries for purchasing their Card. The more friends you refer, the more entries you get!

Still Hungry? Click [HERE](#) to learn more about the Student Advantage Discount Card

Tell a friend about this Sweepstakes

For more information about International trips, visit [EFCollegeBreak.com](#) or call 1-800-766-2645
The trip will be awarded on **JUNE 3, 2005**. Click [HERE](#) to see Sweepstakes terms and conditions.

THE TASTE OF EUROPE SWEEPSTAKES FROM EF COLLEGE BREAK



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ONLINE MEDIA OPPORTUNITIES

ONLINE INTEGRATION



ONLINE INTEGRATION

Advertise online at studentadvantage.com and communicate with Student Advantage Cardholders. Below are a few examples of how to advertise online.

160 x 300 or
160 x 600
Banner Placement

120 x 60 or
120 x 90
Banner Placement

120 x 60 or
120 x 90
Banner Placement

468 x 60 or
468 x 90
Banner Placement

120 x 60 or
120 x 90
Banner Placement

STUDENT ADVANTAGE CATEGORY PAGE WITH MULTIPLE BANNERS



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