

## UNMATCHED MEDIA EXPOSURE

DAWN Education Expo will be publicised via an extensive advertising campaign on each one of The Dawn Media Group's media platforms, further ensuring maximum participation its target audience.

These include:

- **DAWN** – Print advertising campaign in the Pakistan's leading English language newspaper, DAWN.
- **Special Report** – An extensive Special Report will be published in DAWN on the opening day of the Expo in each city, ensuring the universities' advertisements, profiles and activities to reach students who are unable to attend the Expo, or live in remote areas of Pakistan.
- **DawnNews TV** – One of Pakistan's top five news channels.
- **CityFM89** – Pakistan's No. 1 FM radio network.
- **DAWN.COM** – Pakistan's leading news media portal.
- **School Invitations** – Flyers pasting on notice boards in top high schools & colleges.
- **Roadside Advertising** – Beautifully designed banners are placed on identified strategic locations.
- **Facebook Advertising** – Banner placement on Facebook as well as engagement of top schools pages