

**"Congratulations" to Your Future!**



The front cover of this book is titled "Your Story, Your Future". The back cover says, "CONGRATULATIONS on your acceptance to Wilson College! When it comes to choosing a college, it's important to find the right fit. Wilson College has helped our students realize their potential and achieve their goals since 1869. We're proud to welcome you to the Wilson community and to help you find your place in the world. This is the opportunity to write your story. This is the time to envision your future. This is Wilson College." This book gets mailed like a postcard to new students. Inside was a bright blue Wilson College T-shirt. Terrific marketing to have hundreds of prospective students advertising your campus to their peers! It's win-win because students love t-shirt, and they get your story.

**New Products & Prices for 2019**

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February 2019 Newsletter

**"We are made to persist. That's how we find out who we are."**

Tobias Wolff

**Wave a Campus Flag**



Do something different than a t-shirt; wave a flag. The front cover had the university president's photo on it and on the back was, "Get Involved at Wayne State University". It gives phone numbers and email for nine campus offices significant to new students. It also suggests getting involved with any of the 400 student organizations. Inside the book was a 22" x 36" WSU flag to hang on their wall or to wave at sports events. This is helpful information and a spirit booster for freshmen landing on campus.



**"Judge For Yourself"**

is the title of this book for UNC Law. It's a recruiting piece that's mailed like a thick postcard. A big smile on the cover and "Welcome to UNC Law!" on the spine. It's a great welcome and has important dates on the back; for application, orientation and first day of classes. Inside is a "UNC Law" t-shirt to spread team spirit even farther. Many law schools use BookWear® to attract students. Some are pictured below.

