

# COLLEGIATE PRESSWIRE



**Collegiate Presswire, owned by MarketWire** is an electronic press material and feature distribution service carrying student-oriented press releases, media alerts and original ready-to-run stories from companies and organizations direct to editors and broadcasters at print and broadcast college media outlets nationwide.

**Collegiate Presswire's coverage includes the following:**

- **Targeted stories and news advisories for college students and their campus newspapers:** Press releases from corporations that offer services and products that are of particular benefit and interest to the college-aged demographic.

- **Insightful research reports:** Broad range of topics including salary and hiring trends, as well as opinion polls and other data of interest to college students.
- **Announcements from colleges and universities:** Information on important programs and initiatives, such as scholarship fundraising and community beautification initiatives and research programs.

Collegiate Presswire's content is available in Comtex's **CustomWire®** products and is also available as a **Full Feed** offering.

Keep on top of the marketing and research trends for a booming consumer base. Collegiate Presswire offers insightful access to campus buying power and those who benefit from it.

## Statistics

- Daily Story Average:  
5-10 stories per week
- Delivery Schedule  
Afternoon delivery, Monday-Friday  
(Throughout the in-session  
academic year; sporadic delivery  
when out-of-session)

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