

RUTGERS





RUTGERS - NEW BRUNSWICK

UNCOVER

WHO YOU ARE

BY CHOOSING WHERE YOU STAND



MOUNTAINS

...
BEACH PEOPLE AREN'T THE ONLY ONES WHO HAVE ALL THE FUN IN JERSEY. AN
EQUAL DISTANCE AWAY IN THE OTHER DIRECTION IS A WINTER WONDERLAND
WAITING FOR YOU TO GEAR UP. WINTER LOVERS UNITE.

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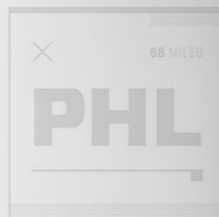


PHILADELPHIA

...
IF YOU LIVE YOUR LIFE AND PURSUE EVERY ENDEAVOR WITH A FERVENT PASSION, YOU MIGHT FIND YOURSELF TAKEN WITH THE CITY OF BROTHERLY LOVE. WHETHER THEY'RE DISCUSSING SOMETHING AS TRIVIAL AS THE WEATHER OR AS IMPORTANT AS THE EAGLES, PHILADELPHIANS DO IT WITH A PASSION LIKE NO OTHER POPULATION.

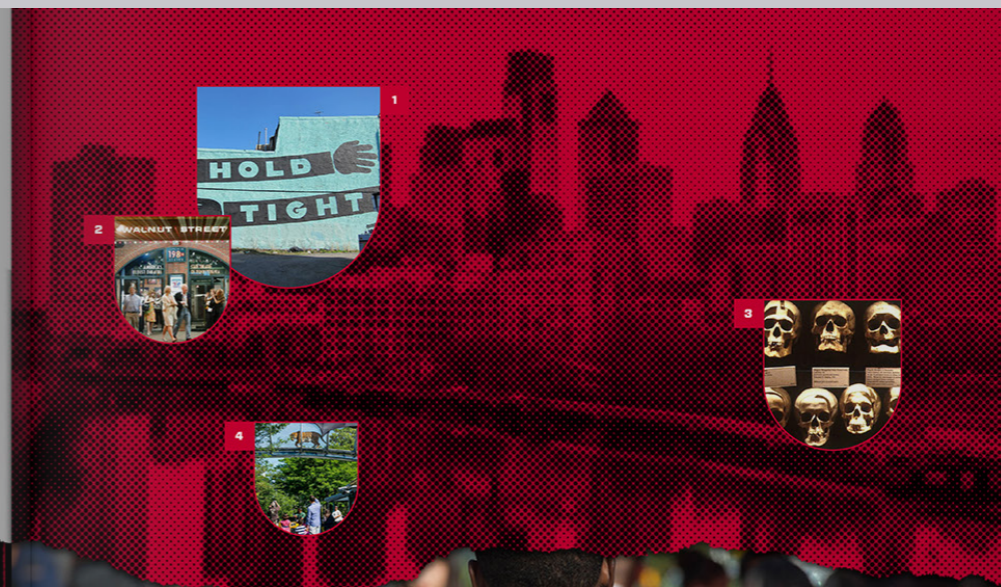
RIPPED FROM THE LOCALS GUIDE:

- 1 LEFT BRAINS**
Mural Arts PHIL is the nation's largest public art program. Check out vibrant, collaborative works where you least expect them.
- 2 TAKE CENTER STAGE**
Check out the Walnut Street Theater, the oldest continually running theater in the English-speaking world.
- 3 PRE-MED MARVELING**
Philly's Mutter Museum has a great collection of medical oddities, including slides of Einstein's brain.
- 4 ANIMAL AFICIONADOS**
Visit the nation's very first zoo.



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TO HELP US **GROW**,
SEE US **FLOURISH**,
AND **CHART NEW TERRITORY**

JUST ADD WATER

(OR EVEN THROW US IN THE DEEP END.)

When Dr. Spinrad, Assistant Administrator of the National Oceanic and Atmospheric Administration, challenged Rutgers professors Scott Glenn, Oscar Schofield and Josh Kohut to fly an underwater robotic glider across the Atlantic, he knew he was asking the right people. True to their Rutgers roots, Rutgers scientists were already pushing the limits of underwater

Slocum Gliders that autonomously sample the ocean. Engineers had successfully deployed gliders several dozen times and in places all over the world like Sargasso, the Mediterranean, and off the coasts of Florida, Hawaii and New Jersey. But this was new territory, and they were poised to be the first to pull it off.

Fondly named "The Scarlet Knight," the Rutgers glider became the first unmanned, underwater robotic glider to cross the Atlantic Ocean, traveling beneath the waves for 221 days.

NOT ONLY DID RUTGERS MAKE HISTORY, THEY **ENERGIZED A NEW GENERATION** OF SCIENTISTS FOR YEARS TO COME.



RUTGERS UNIVERSITY COASTAL OCEAN OBSERVATION LAB



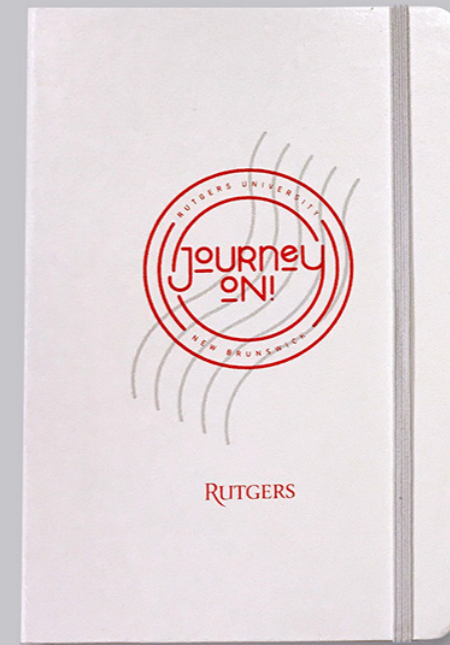
DIG IN HERE

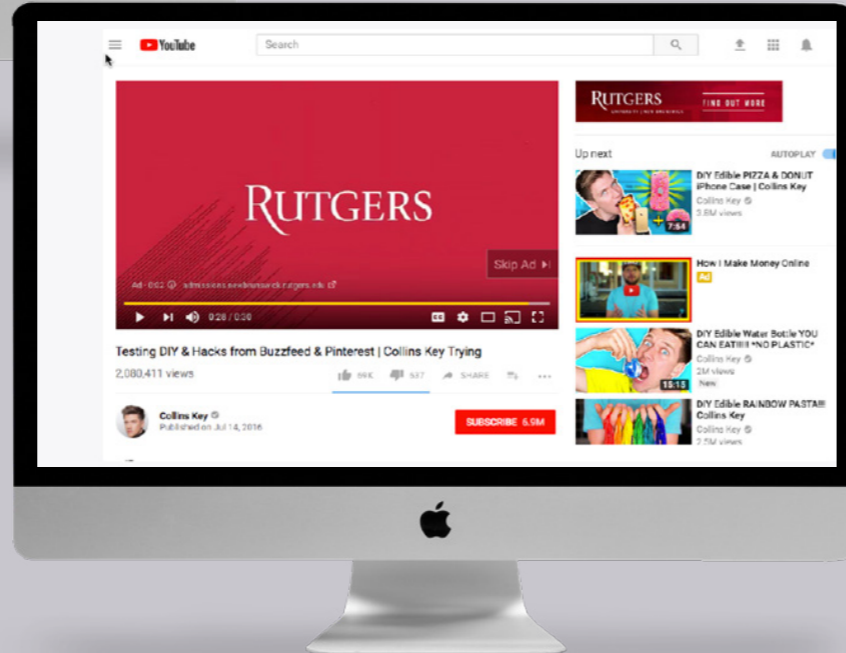
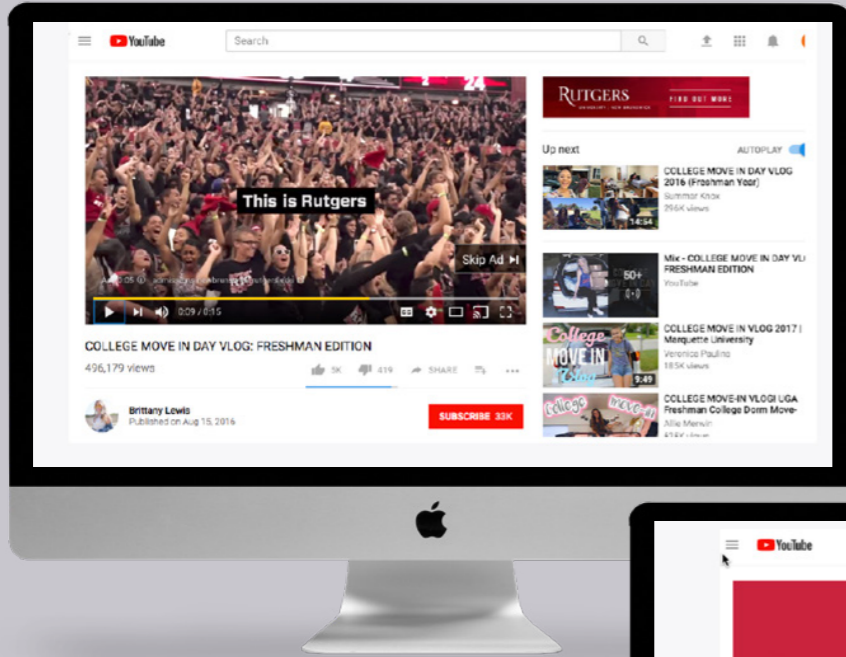
EXTRAORDINARY THINGS

RISE RISE

PLANT THEM SOMEWHERE **EXCEPTIONAL**
WATCH THEM GROW INTO **INCREDIBLE**

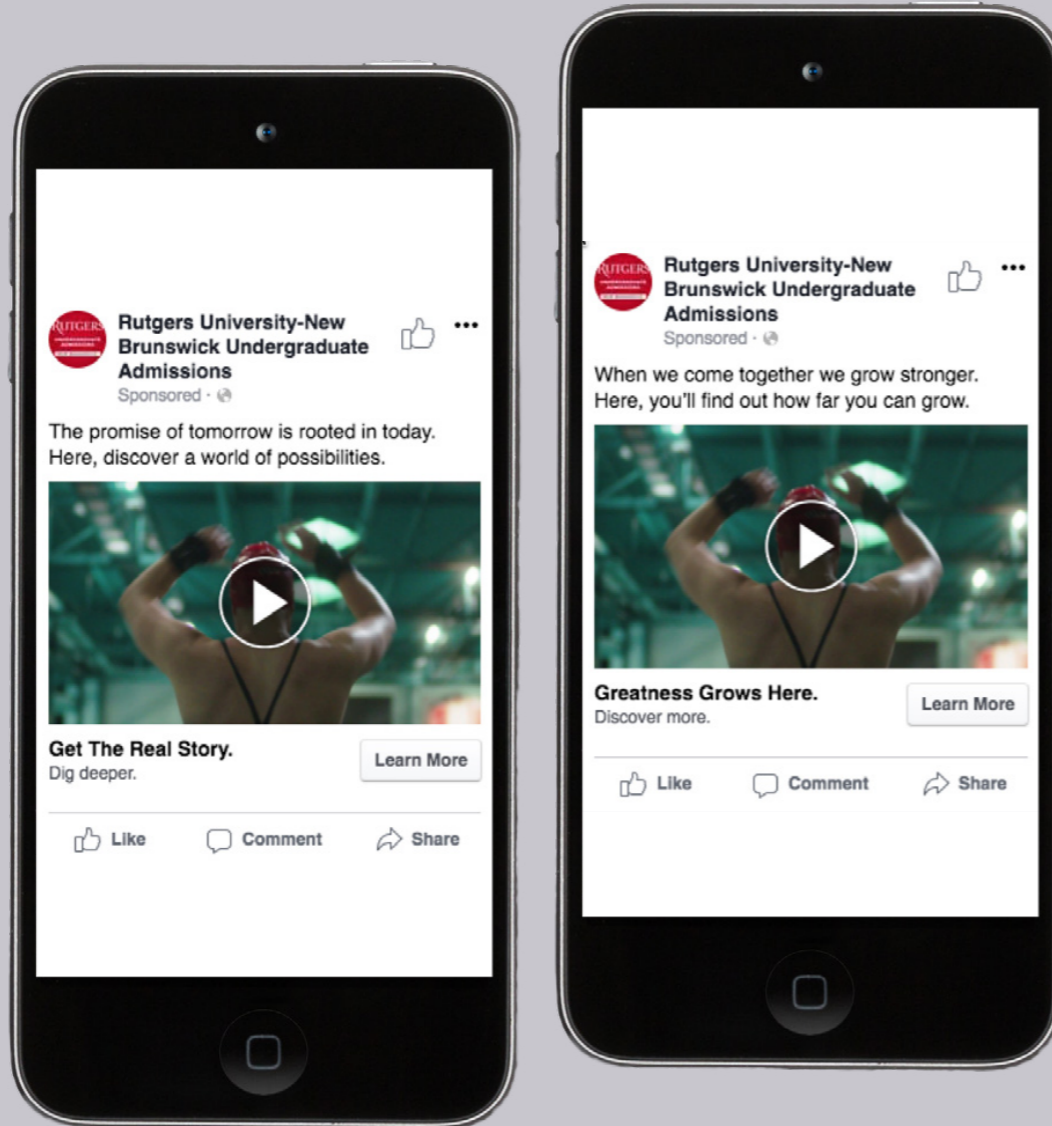




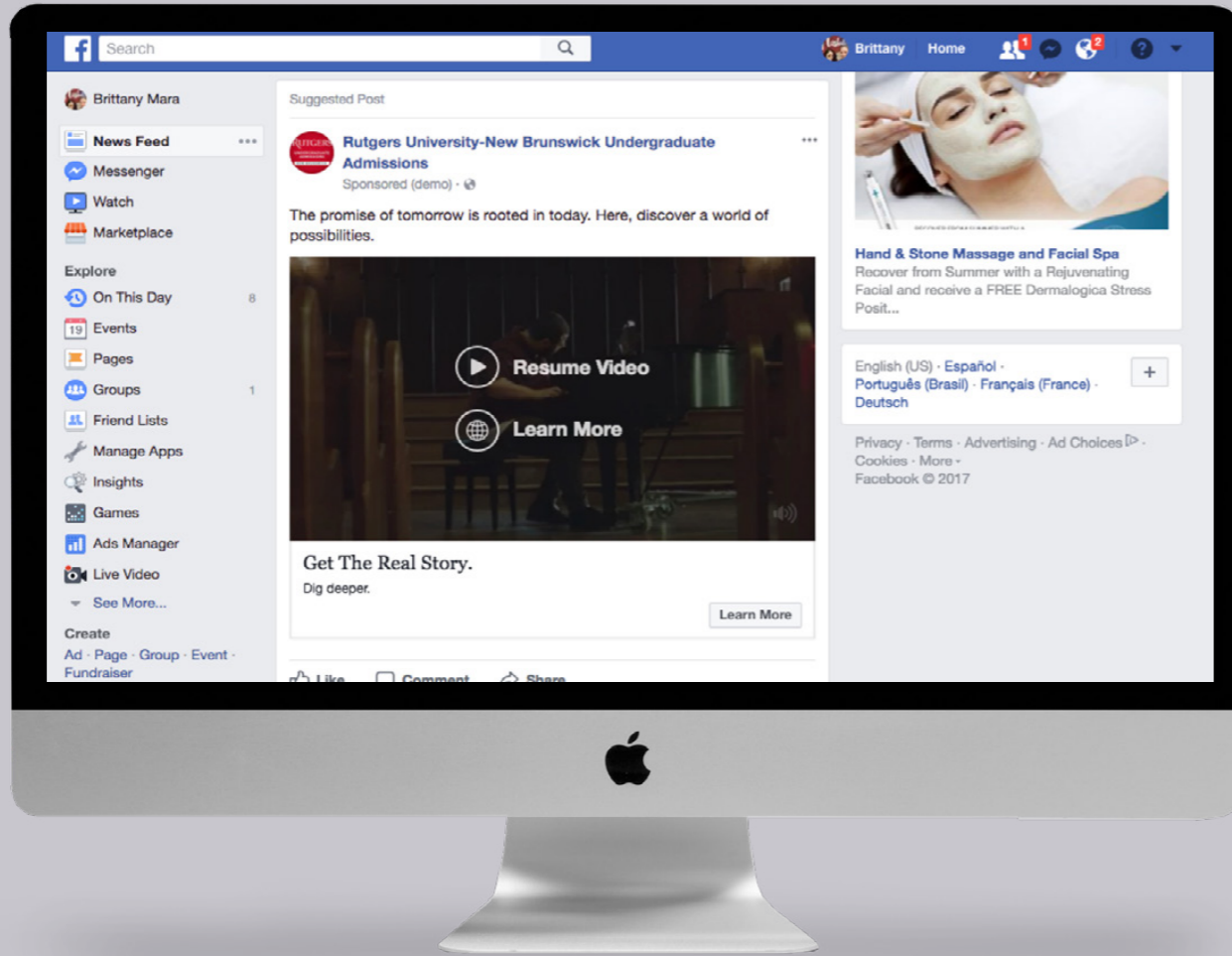


You Tube

Zefr Pre-Roll

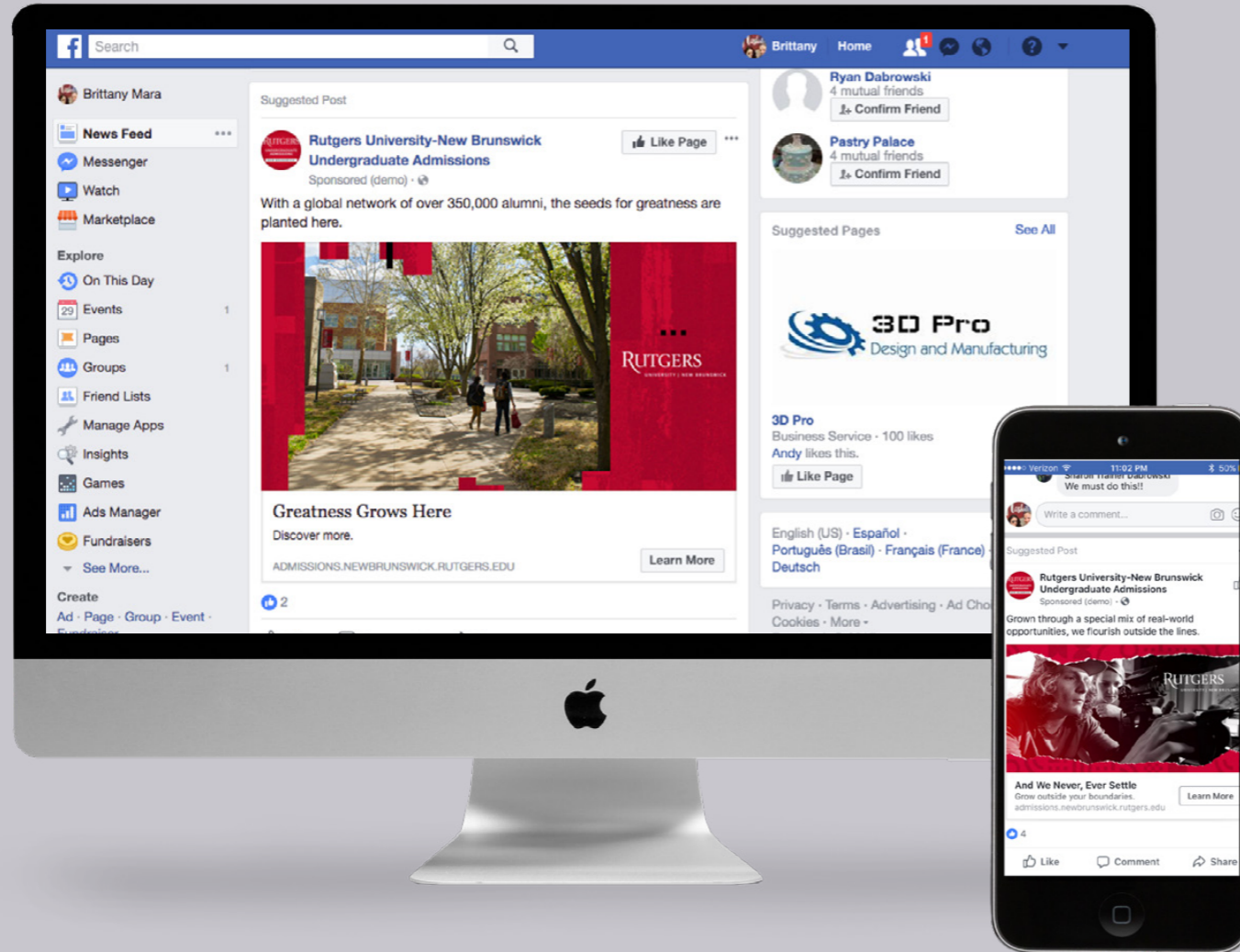


Video Ad - Mobile



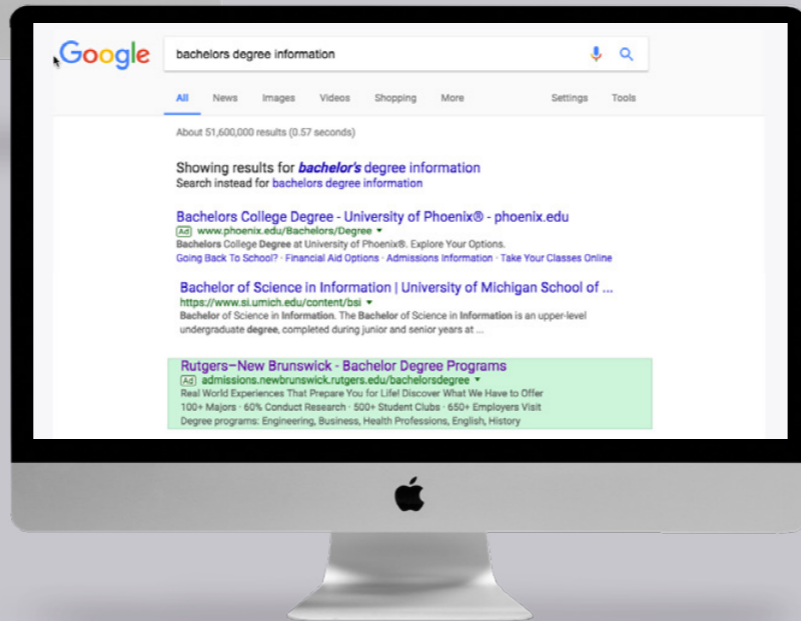
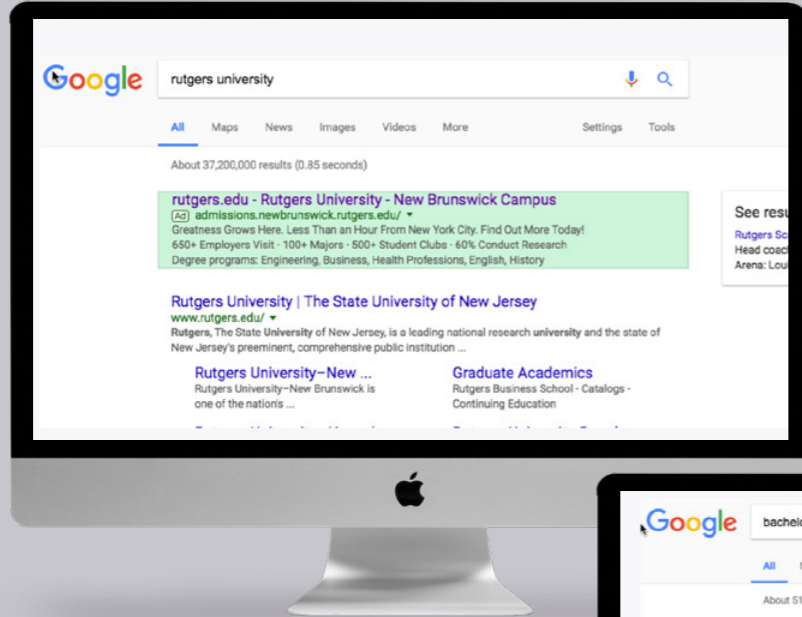
facebook®

Video Ad - Desktop



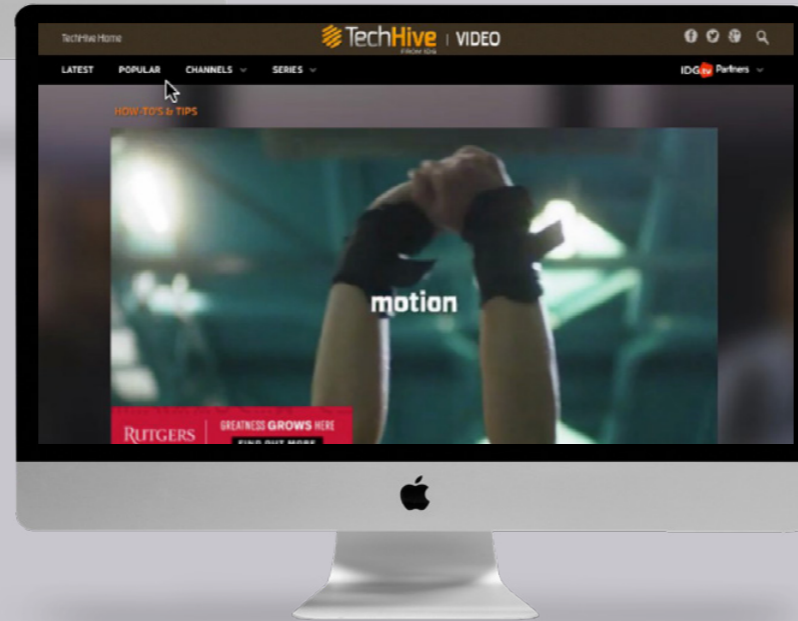
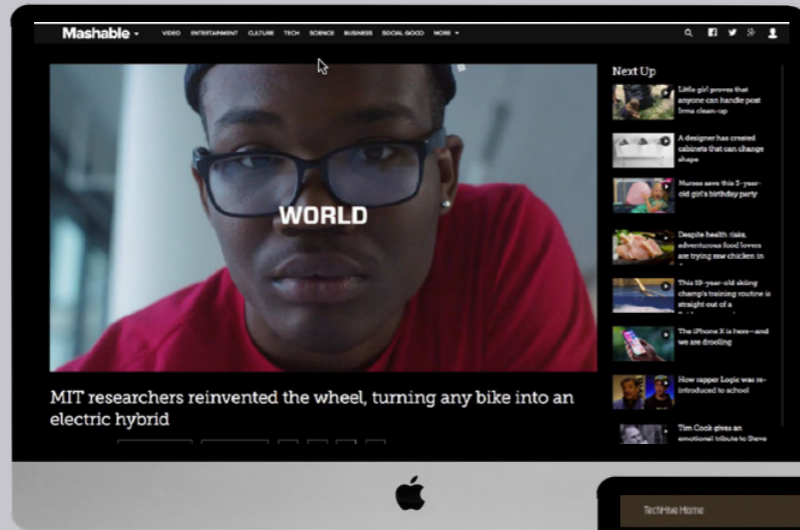
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- Clicks to Website Ad - Desktop
- Clicks to Website Ad - Mobile



Paid Search

- Paid Search Brand
- Paid Search Non-Brand



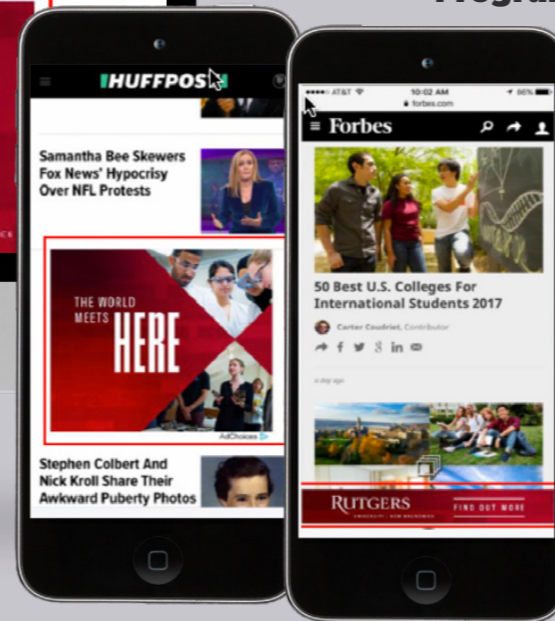
SPOTX

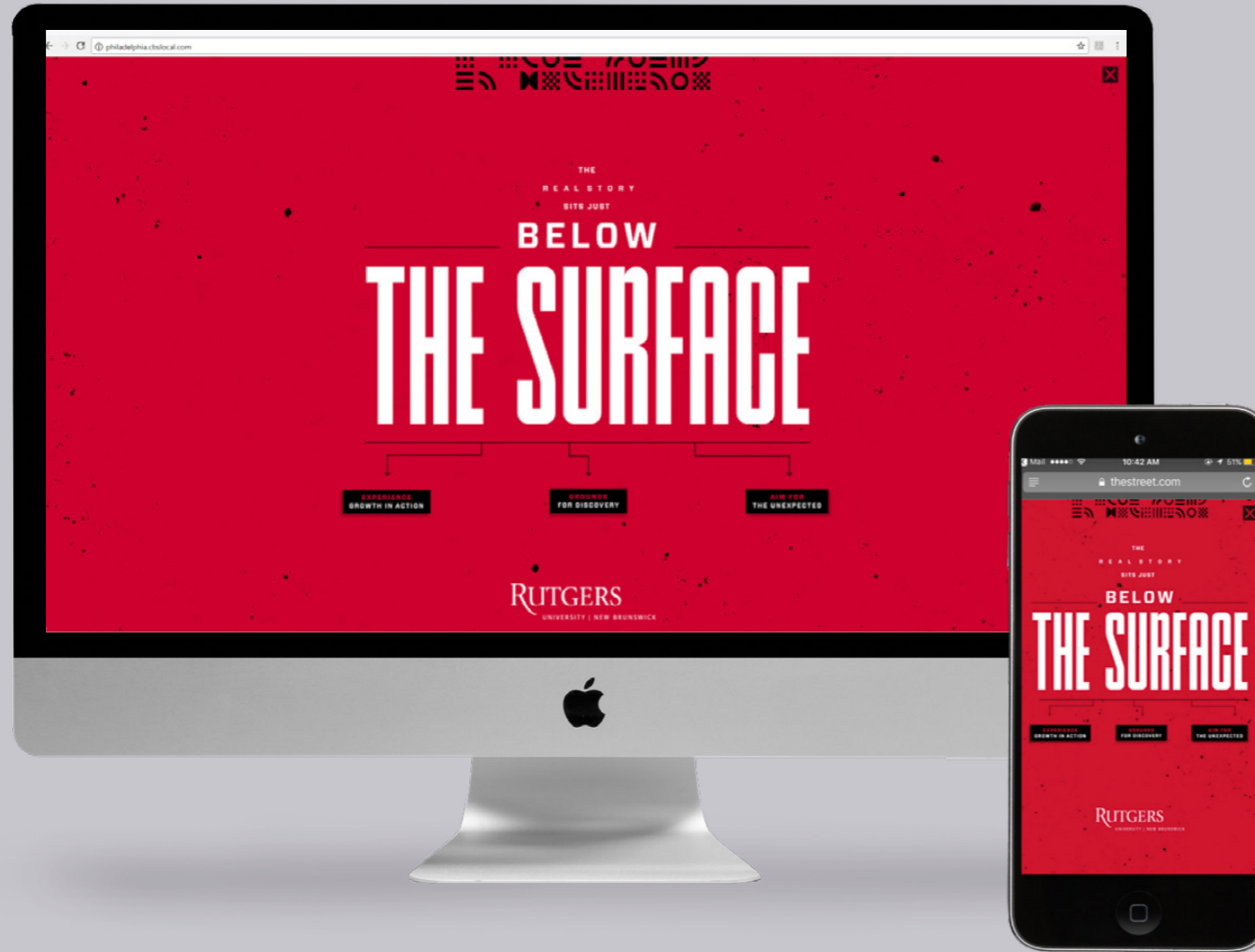
- Programmatic Video
- Programmatic Video with Custom Overlay



centro®

- Programmatic Display
- Programmatic Display - Mobile

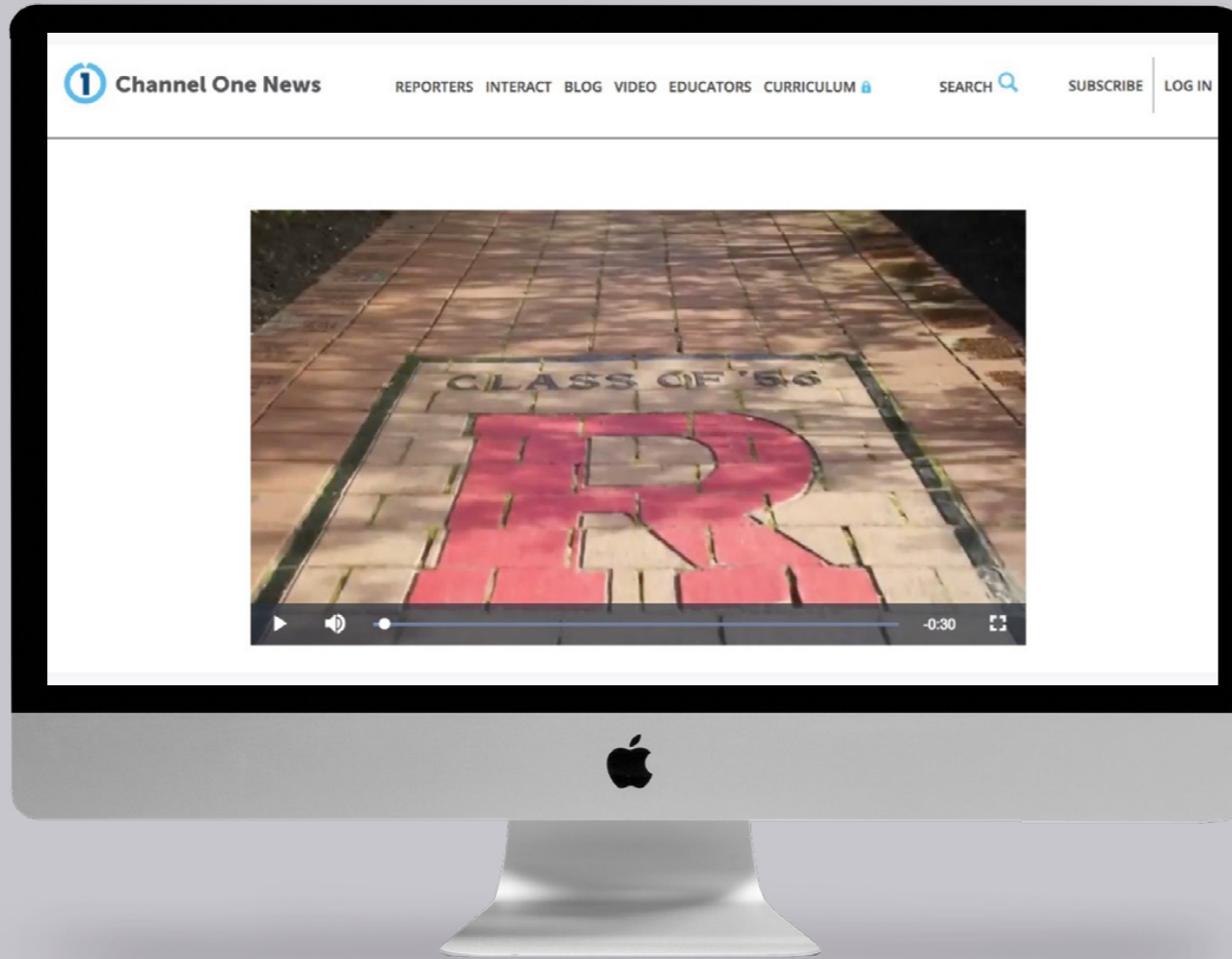




Undertone®

High Impact Display

- Page Grabber
- Smartphone Flex



Channel One News

Classroom Video

- **In-Program Ad Unit**



Airport Video Ad