



**ALBANY COLLEGE OF PHARMACY  
AND HEALTH SCIENCES**

# HUMANS

## THE NEXT FRONTIER

**SCIENCE BEGINS WITH ADMITTING WHAT WE DON'T KNOW.**

For no matter how far we've come, there's always more to do, understand, and discover. And this is no truer than in the world of pharmacy and health sciences. Where decades of breakthroughs in biology and chemistry have opened the doors to a new frontier just waiting for us to explore it. Where the way we approach human health has the potential to change everything—from how we diagnose and treat our patients, to someday curing diabetes and Alzheimer's, and ending illness altogether.

We are the new pioneers of science, the great innovators who'll have the greatest impact going forward. Who'll unlock new knowledge and create a healthier human being.



# IT'S NOT FOR EVERYONE BUT IT IS FOR ALL OF US

**THE STUDY OF HUMAN HEALTH IS NO EASY PATH.**

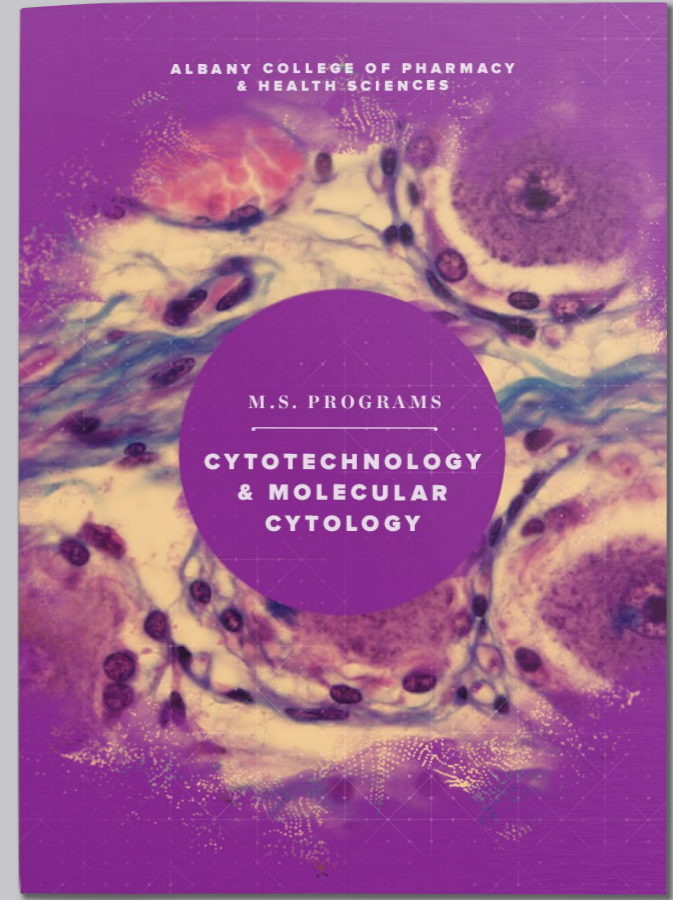
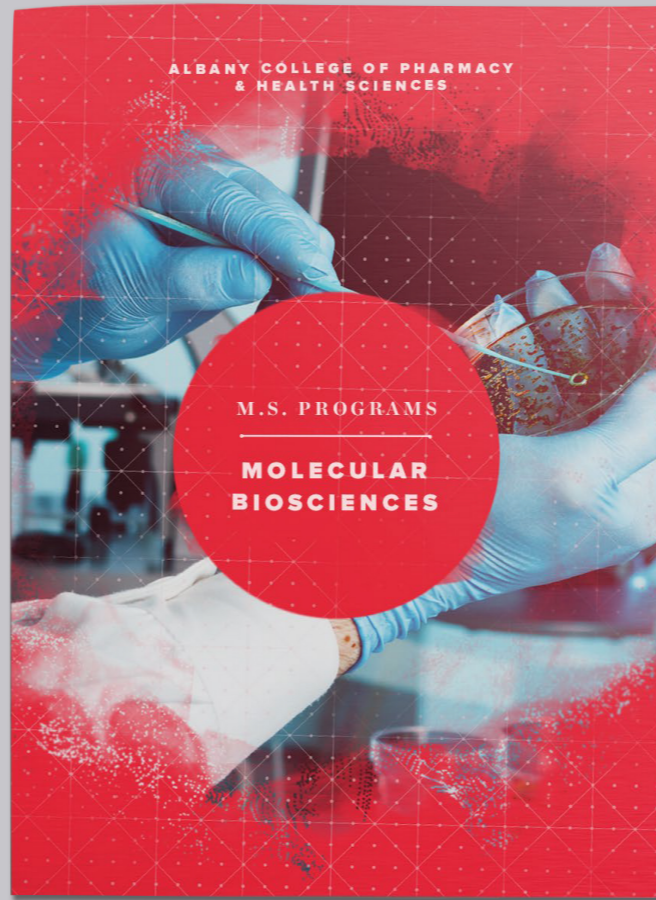
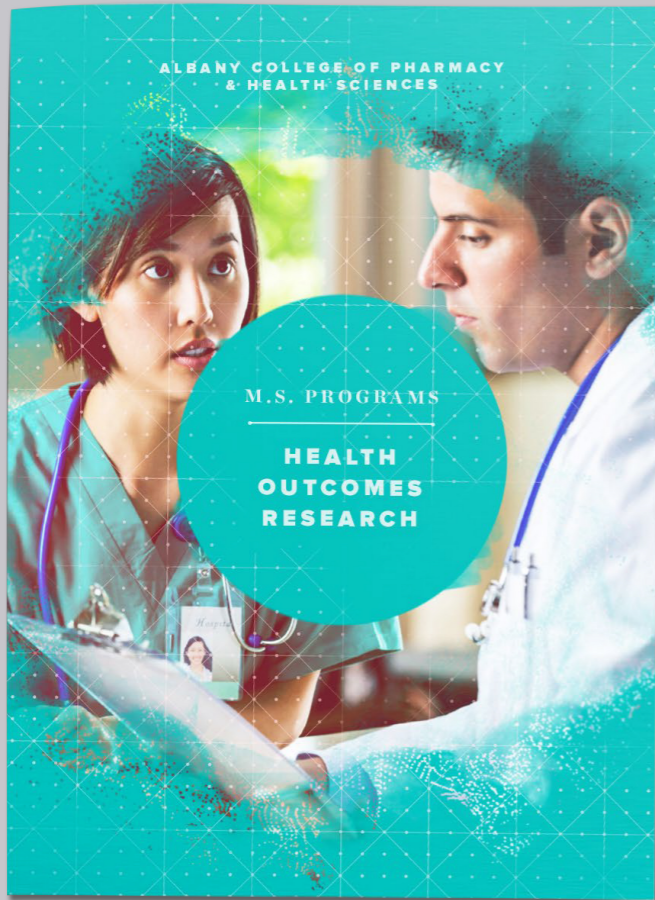
The programs demand extraordinary focus and dedication because that's what the world needs from us. The work is rigorous because it has to be. How else will we be ready to create better medications, stronger therapies, and longer human life spans? There's tremendous potential in what we can accomplish together here, with the right support and the right guidance. And as we explore what's possible in the world of health, we see what's possible within ourselves.

We know this challenge is not for everyone, but that's why it's so important to us. Because ultimately, our work is for everyone. It's for all of humanity.

# GET TO WORK LONG BEFORE YOU GO TO WORK

Earning your Pharm.D at ACPHS means truly becoming an expert, ready for anything. Here, you'll explore every interest and immerse yourself in every aspect of pharmacy, long before you graduate. That way you'll fully understand your career when you do. You'll be responsible for real work, real patients. You'll have the chance to work in our student-run pharmacy or conduct advanced molecular research with industry pioneers like Dr. Shaker Mousa. Do your rotations locally at the Albany Medical Center, or across the nation in community pharmacies, clinics, government and industry positions.

It's about starting your professional career while you're still here. So not only will you enhance your skills and leave with a rewarding job in pharmacy, you'll leave with exactly the right job for you.





NOTHING HAS EVER BEEN CURED WITHOUT  
**SCIENCE**  
ALBANY COLLEGE OF PHARMACY  
& HEALTH SCIENCES

The advertisement is a rectangular panel mounted on a subway wall. It features a central image of a man in a white lab coat looking through a microscope. The background is a vibrant, abstract pattern of blue and purple dots. The text is overlaid on the image in white, with 'SCIENCE' in a large, bold, sans-serif font. The college's name is written in a smaller font at the bottom right of the panel.



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## MEDIA CAMPAIGN

september 19, 2016 – may 15, 2017

### CAMPAIGN HIGHLIGHTS

IMPRESSIONS: 14,553,696

CLICKS: 62,868

CTR: 0.43%

### WEB HIGHLIGHTS

Landing Page Sessions: 43,342

73% were from new visits

85% were from a mobile device

### FACEBOOK HIGHLIGHTS

Received **95 Page Likes**

**1,004 Post Reactions**

Ads shared **9 times**

**7 Comments** included an ad

### ADDITIONAL INFORMATION

Social drove **44% clicks to website**

Students made up **47% of total engagements**

Masters Campaign drove **4,068 clicks to website**

**Top 6 Cities:** Ashburn VA, New York, Boston,  
Newark NJ, Utica, Albany







WITHIN

THESE WALLS

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TAKE IT THROUGH

