

the DIGITAL COLLEGE *NETWORK*



A 3 Feet Media Company

Summary of Offerings



Network Buy

In-store screens available on local, regional or national basis



Network plus DCN Live

Includes advertising on in-store network and web site ad



Network Channel Sponsor

Includes 60-second sponsorship of one of six DCN channels with original content



Network Buy plus text messaging

Plan includes ads on in-store network and specified number of text messages per month



Network Buy with product demo or sampling

Includes ads on network and product demo or sampling for a specified period of time



Network Buy plus custom events

DCN has the ability to “activate” your brands by creating special events in or outside the bookstore; events include product giveaways, sampling, street teams, videotaping, concerts, shows and much more



Network Buy plus custom event and tour bus

With your purchase of network advertising, DCN Events will assist you in creating special events and product activation opportunities using our high-impact rock star tour bus