


# Local Works: Stanford



**Stanford Continuing Studies**



Open  
to all adults

No admission  
requirements

Evenings and  
weekends

New courses  
every quarter

Experience  
the Stanford  
campus

archaeology - architecture - art history - art studio - business - classics - communication - creative writing  
current events - dance - film - history - international relations - languages - linguistics - music - online writing  
personal development - philosophy - photography - psychology - religious studies - science - theater - web design

We invite you to join our open learning community.  
Spring registration opens February 25, and most classes begin the week of April 1.  
First time students, use the code: NYSP at registration for a 15% tuition discount (available for Spring quarter only).

[continuingstudies.stanford.edu](http://continuingstudies.stanford.edu)



## The Client

The mission of Stanford Continuing Studies is to share the rich educational resources of Stanford University with adult students, to nurture a vibrant learning community, to nourish the life of the mind, and to promote the pleasures of intellectual exploration.

## Objective

Reach affluent, educated readers in a single market and promote open adult enrollment for continuing studies.

## Solution

Run a geo-targeted ad campaign in one market.

## Geography

San Francisco South Bay

## Recommended Media

The New Yorker

