

50 percent

of Penn State students use a Collegian coupon once a week.

Track your results. It's easy when you advertise money-saving coupons in *The Daily Collegian*. We're turning out a whole new generation of coupon-clippers; readers who "shop the coupons" before making spending decisions.

With students spending more than \$3 million per month on fast food, entertainment, impulse shopping and groceries, competition for their business is fierce. Whether you're delivering pizza or selling fine clothing, coupon advertising in *The Daily Collegian* is a great way to see your business grow!

73 percent of students use Collegian coupons each month, establishing *The Daily Collegian* as the primary source of coupons clipped and used by the Penn State population.

(Source: The Blue Chip Group, Tequesta, FL, 1988)

