

97 percent

of Penn State students read *The Daily Collegian* each week.*

Advertising can be a gamble. Will your advertisement reach the demographic group served by your business?

Don't take any chances. *The Daily Collegian* can save you money by directing your advertising message right to the Penn State population — students, faculty and staff.

The Blue Chip Group, the market research company which conducted this survey, concluded that “the advertiser must use *The Daily Collegian* to reach the Penn State University market.”

*Have read in “the past seven days.”

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

