

PUT YOUR BRANDS DIRECTLY INTO THE HANDS OF NYC COLLEGE STUDENTS

92NY - Student Housing Network - 1395 Lexington Ave, NYC @ 92nd Street
 Promo Social and 92NY are teaming up to put your product directly into the hands of college students getting ready for the Back-to-School season!

Your product samples will be placed into transparent branded door hanger bags that are safely distributed to each room by university housing representatives and our staff. The care packages are placed directly on student doors as a surprise and delight package and include free product samples, coupons and special promo offers to drive trial and encourage students to purchase your product at local retail or online via e-commerce website.

WHY 92NY Student Housing Residences?

92NY is a very famous and culturally diverse student residence in NYC, attracting individuals from all over the world to live atop one of the most exciting American cultural hubs, 92nd Street Y. Whether you're coming to Manhattan for college or graduate school, an internship or to pursue your career, you'll find a clean, quiet, and safe home here.

- 230 Room Residence - 9 floors
- 320 Students (Single and Double Rooms)
- 4.5 Blocks from Whole Foods
- 5 Blocks from Ulta Beauty
- 6 Blocks from Fairway Market

92NY Student Residents Are Diverse & Attend the following Colleges:

New York University	Hunter College
Marymount Manhattan College	Columbia University
The New School	Brandeis University
John Jay College	Juilliard University
The Rockefeller University	NY Interior School of Design
Parsons School of Design	Weill Cornell Graduate School

Sample Counts Per Program:

500 samples – 2 per room (includes 10% overage)

Sampling Cost Per Program: \$3000

Includes:

- 2 Samples Per Bag
- 1 Coupon / Promo Item
- Co-Branded Bag
- Distribution of all product on residence doors
- Category Exclusivity by Brand

Back to School Timing:

August 20th through September 1st

Custom Programs Available:

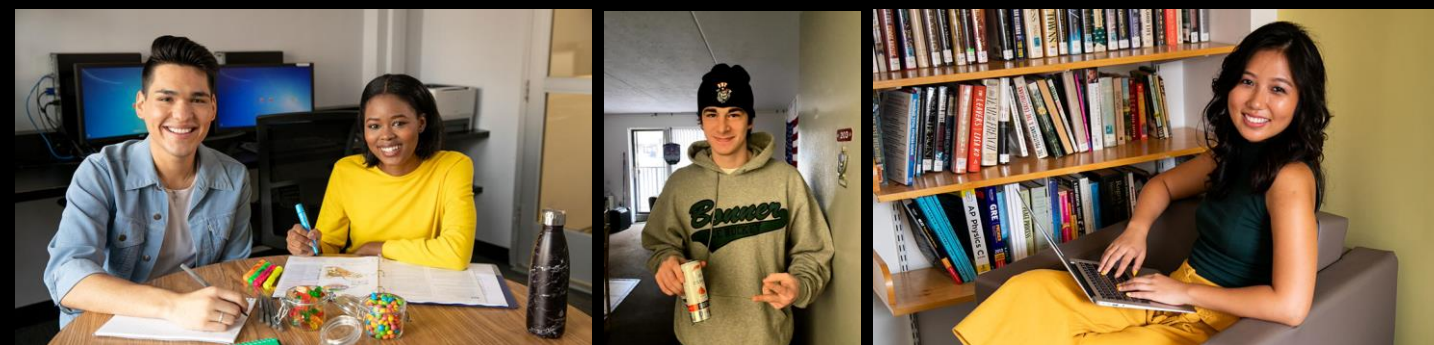
Daily, Monthly, Seasonal

STUDENT HOUSING NETWORK NYC

230
Residences



320+
Students



Housing
Students from
10+ Colleges



92NY

PROMO SOCIAL
A BRAND ACTIVATION AGENCY