

Fiscal Year 2023 Ads

PURDUE MARKETING AND COMMUNICATIONS



OpenAI

McDonald's

Airbnb

Microsoft

NASA

Ford

Walt Disney Co.

Formic

Reorow Ag

#16
Most Innovative Company in the World

THE ONLY UNIVERSITY ON THE LIST

Fast Company, 2023

PURDUE UNIVERSITY

EA001

"MY BUSINESS CHANGED AND NOW MY POSITION REQUIRES A BACHELOR'S DEGREE ... THIS IS MY COMEBACK."

Timothy | BS Business | Purdue Global



PURDUE GLOBAL | Purdue's online university for working adults. purdueglobal.edu

FAST COMPANY BRANDS THAT MATTER 2022

BOTH ON AND OFF THE FIELD

PURDUE MATTERS

For two years running, Purdue has been named a Fast Company Brand That Matters, joining other iconic leaders like Nike, Fender and Cargill.

purdueuniversity.com/brandthatmatters

PURDUE UNIVERSITY

TOP 5 GRADUATING THE MOST STEM MAJORS

Forbes, 2022

EXCELLENCE THE FUTURE OF

PURDUE UNIVERSITY IN INDIANAPOLIS

PURDUE UNIVERSITY

Purdue is dedicated to Black Boilermakers.

Purdue's Equity Task Force is committed to welcoming, retaining and supporting all Black students, faculty and staff.

Learn more about the Equity Task Force's important work in ensuring that all Boilermakers can experience everything Purdue has to offer.

purdueuniversity.edu/eqt



PURDUE UNIVERSITY

Visit us on the Expo floor!

Over FY23, Purdue Marketing & Communications ran more than 35 ads, reaching millions of people in Indiana and around the world.

When you have faculty, staff and administrators from diverse backgrounds and who can speak from their own existence, IT ELEVATES EVERYTHING THAT YOU'RE DOING."

Carlos Mahaffey
Assistant Professor, Public Health

Over the next five years, Purdue University is hiring 40 faculty members, including Dr. Mahaffey, to further diversify our University and build a community where everyone can thrive.

Learn more: purdue.link/ETP18J

PURDUE UNIVERSITY

CONGRATULATIONS TO CHRIS RUHL

for being recognized as one of BIZ 2022 CFO of the Year finalists. We thank you for your role in helping create an affordable Purdue education that allows 85% of our students to graduate debt-free.

GIANT LEAPS NOT GIANT DEBT

PURDUE UNIVERSITY

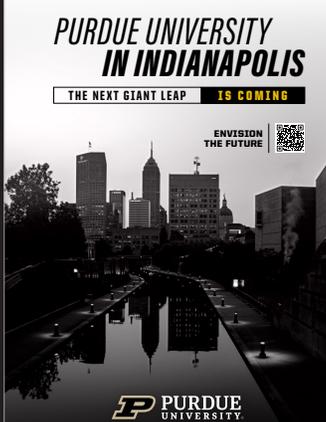
Purdue reimagined high school. Now it's my turn to make history.

PURDUE UNIVERSITY | Polytechnic High School

PURDUE UNIVERSITY IN INDIANAPOLIS

THE NEXT GIANT LEAP IS COMING

ENVISION THE FUTURE

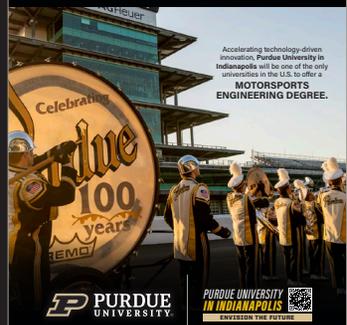


PURDUE UNIVERSITY

ALWAYS AT HOME IN INDIANAPOLIS

Celebrating 100 years

Accelerating technology-driven innovation, Purdue University in Indianapolis will be one of the only universities in the U.S. to offer a MOTORSPORTS ENGINEERING DEGREE.



PURDUE UNIVERSITY

PURDUE UNIVERSITY IN INDIANAPOLIS

ENVISION THE FUTURE

Indianapolis Business Journal

July 2022

Circulation

- 32k print subscriptions
- 300k unique web visitors
- 75k unduplicated eNews subscribers

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staff and administrators
from diverse backgrounds
and who can speak from
their own existence,
**IT ELEVATES EVERYTHING
THAT YOU'RE DOING.**”

Carlos Mahaffey

Assistant professor, Public Health

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Learn more: purdue.link/ETFIBJ



PURDUE
UNIVERSITY®

Indiana Black Expo Program

July 2022

Attendance

- Estimated 300k+

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Black Boilermakers.*

Purdue's Equity Task Force is committed to welcoming, retaining and supporting all Black students, faculty and staff.

Learn more about the Equity Task Force's important work in ensuring that all Boilermakers can experience everything Purdue has to offer.



purdue.university/IBE-expo



Visit us on the Expo floor!



Indianapolis Colts Yearbook

September 2022

Distribution

- Yearbook sold at home games, and digital versions distributed via email and web

THE PERSISTENT PURSUIT OF

GIANT LEAPS NOT GIANT DEBT

We believe our students and their families
deserve a high-value, affordable education.

By keeping the price of attending Purdue University
static since 2013, 70,000 Boilermakers will graduate
without ever seeing a tuition increase.

THAT'S OUR GIANT LEAP.



2022 Fast Company Brands That Matter

November 2022

Circulation

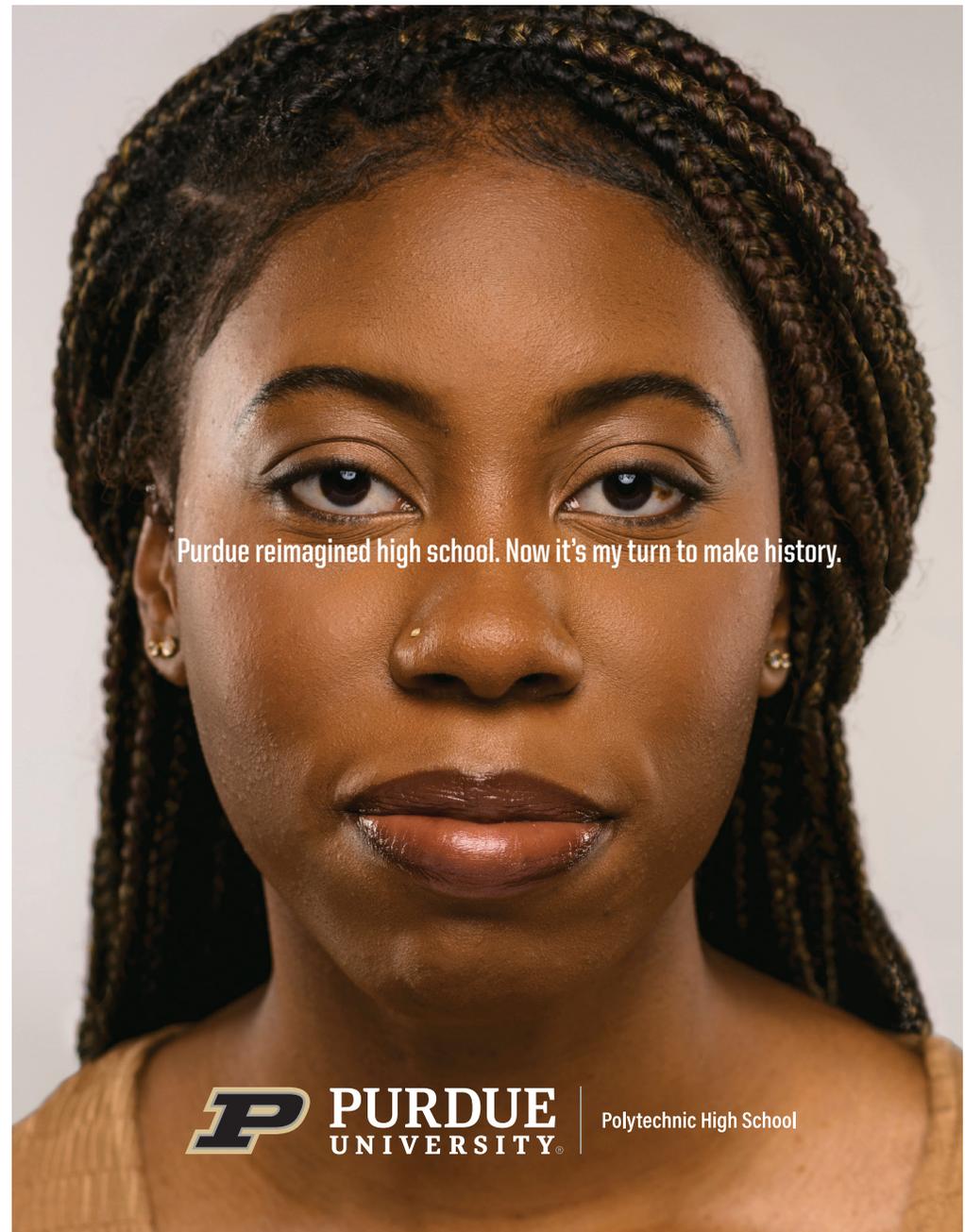
- 2023 print readership: 750k
- 7.3M unique visitors/month

Indiana Pacers Yearbook

November 2022

Distribution

- 150k print, with additional reach to 7.4M via social media and 1M via opt-in email



Indianapolis Business Journal

December 2022

Circulation

- 32k print subscriptions
- 300k unique web visitors
- 75k unduplicated eNews subscribers

CONGRATULATIONS TO CHRIS RUHL

for being recognized as one of IBJ's
2022 CFO of the Year finalists. We
thank you for your role in helping
create an affordable Purdue
education that allows **60% of our
students to graduate debt-free.**



GIANT
LEAPS
NOT
GIANT
DEBT

Indianapolis Business Journal

January 2023, "Big Deals" Issue

Circulation

- 32k print subscriptions
- 300k unique web visitors
- 75k unduplicated eNews subscribers

WBAA and WFYI Insiders' Magazine

April 2023

Circulation

- 17k+ total monthly subscribers
- Print: 12k+ households
- Digital: 5k+

TechPoint's Mira Awards Program

April 2023

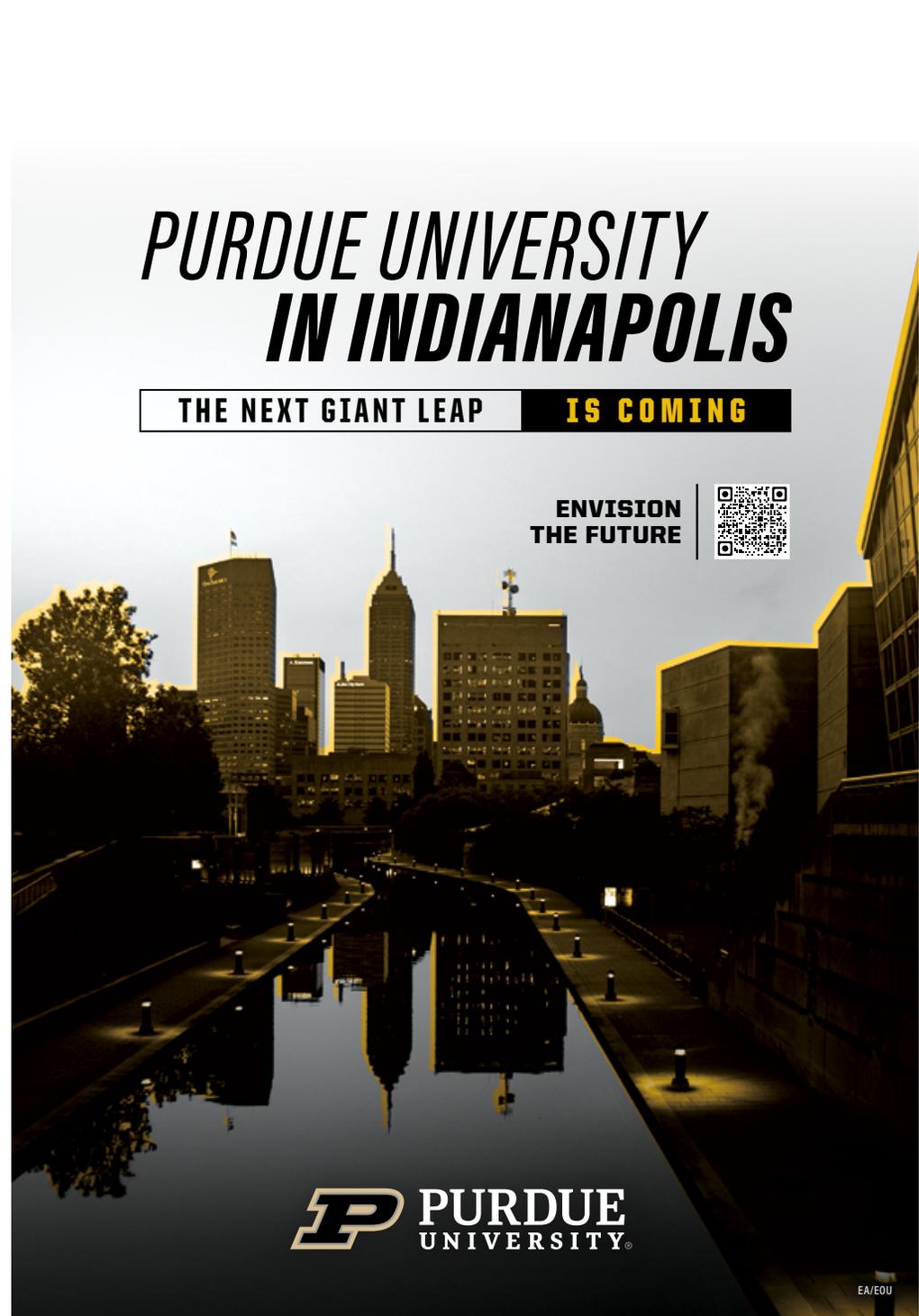
- TechPoint's Mira Awards is the largest annual gathering of tech luminaries in the state of Indiana
- Known as "Tech's Biggest Night"
- Region's most visible stage for tech talent and digital innovation recognition

PURDUE UNIVERSITY IN INDIANAPOLIS

THE NEXT GIANT LEAP

IS COMING

ENVISION
THE FUTURE



P PURDUE
UNIVERSITY®

Indianapolis Business Journal

January 2023, "Big Deals" Issue

Circulation

- 32k print subscriptions
- 300k unique web visitors
- 75k unduplicated eNews subscribers

Citrus Bowl Program

January 2023

Attendance

- 43k



FAST COMPANY

BRANDS THAT MATTER 2022

PURDUE UNIVERSITY
IS THE ONLY UNIVERSITY CHOSEN AS
A BRAND THAT MATTERS

For two years running, Purdue has been named a Fast Company Brand That Matters, joining other celebrated leaders like American Express, LinkedIn and Nike.



PURDUE UNIVERSITY

EA/EQU

Indianapolis Business Journal

February 2023, Agriculture Issue

Circulation

- 32k print subscriptions
- 300k unique web visitors
- 75k unduplicated eNews subscribers

TOP 5 GRADUATING THE MOST STEM MAJORS

Forbes, 2020

ENVISION THE FUTURE OF

PURDUE UNIVERSITY
IN INDIANAPOLIS

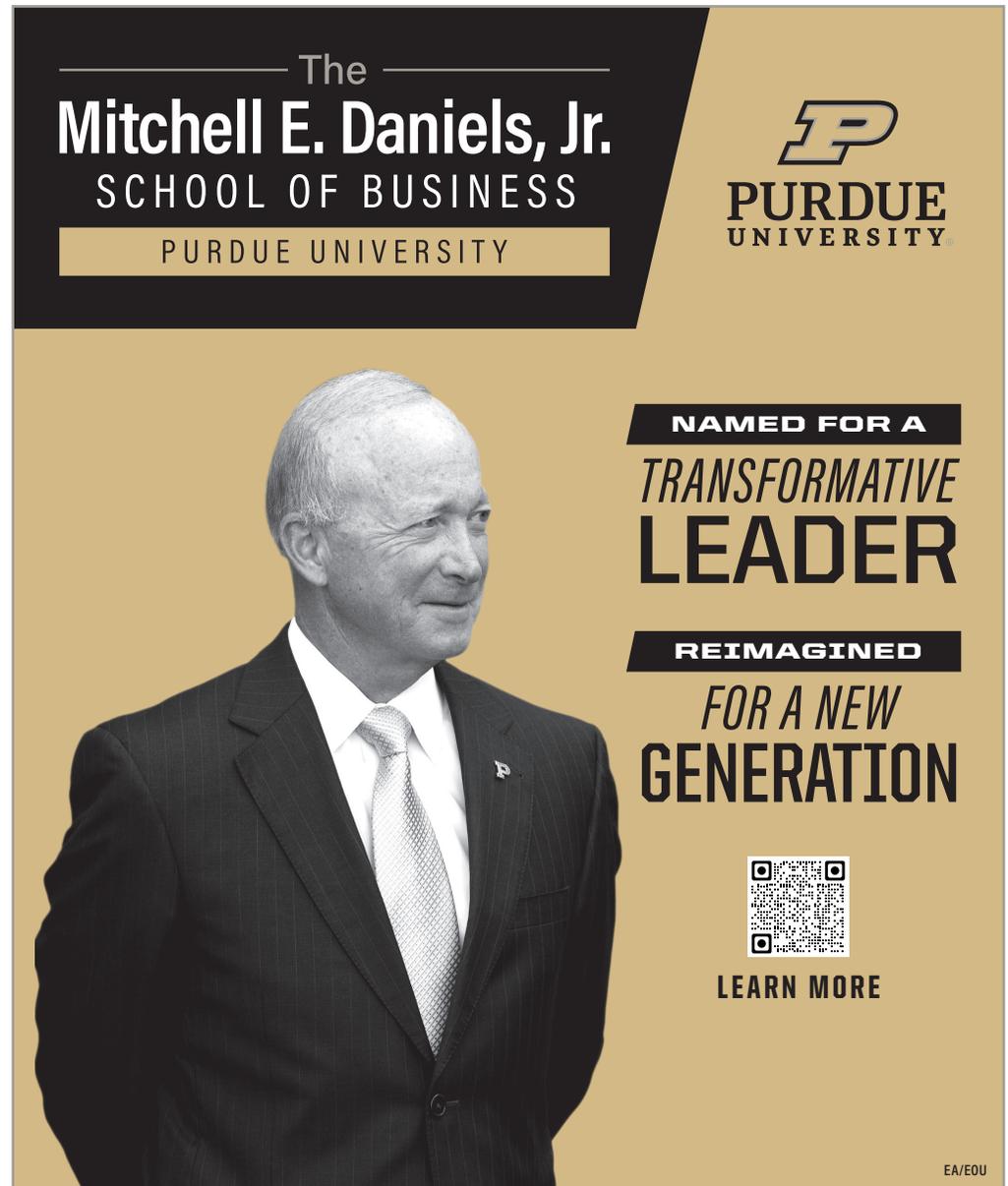


Indianapolis Business Journal

February 2023, Technology Issue

Circulation

- 32k print subscriptions
- 300k unique web visitors
- 75k unduplicated eNews subscribers



The
Mitchell E. Daniels, Jr.
SCHOOL OF BUSINESS
PURDUE UNIVERSITY

PURDUE
UNIVERSITY

NAMED FOR A
TRANSFORMATIVE
LEADER

REIMAGINED
FOR A NEW
GENERATION



LEARN MORE

EA/EOU

Indianapolis Business Journal

February 2023, Technology Issue

Circulation

- 32k print subscriptions
- 300k unique web visitors
- 75k unduplicated eNews subscribers

TOP 10 — MOST — INNOVATIVE UNIVERSITY

U.S. News & World Report, 2022



PURDUE
UNIVERSITY®

ENVISION OUR
NEXT GIANT LEAP:

PURDUE UNIVERSITY
IN INDIANAPOLIS



EA/EOU

Big Ten Conference Championship Basketball Program

March 2023

Attendance

- 16k

NCAA Final Four Program

March 2023

Attendance

- 147k+ total across two Final Four games



FAST COMPANY

**BRANDS
THAT
MATTER
2022**

BOTH ON AND OFF THE COURT

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Brand That Matters, joining other iconic
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purdue.university/BrandThatMatters



**PURDUE
UNIVERSITY**

EA/EOU

Indianapolis Business Journal

March 2023, Engineering Issue

Circulation

- 32k print subscriptions
- 300k unique web visitors
- 75k unduplicated eNews subscribers



THE NEXT GIANT LEAP

FOR INDIANAPOLIS

EA/EOU

P PURDUE UNIVERSITY®

IN INDIANAPOLIS

The image shows a woman with long dark hair and glasses, wearing a grey sweater and blue gloves, interacting with a piece of equipment in a laboratory or control room. The background is dark with shelves and a screen displaying data like '21.0c' and '90%'. The text 'THE NEXT GIANT LEAP' is written in large, white, italicized letters at the top. Below it, 'FOR INDIANAPOLIS' is in a yellow box. The Purdue University logo and 'IN INDIANAPOLIS' are at the bottom right. 'EA/EOU' is in the bottom left.

Indianapolis Business Journal

March 2023, Engineering Issue

Circulation

- 32k print subscriptions
- 300k unique web visitors
- 75k unduplicated eNews subscribers

ENGINEERING THE OPPORTUNITIES

OF TOMORROW

Cybersecurity
Advanced Manufacturing
Microelectronics
Artificial Intelligence
Data Analytics
Biotechnology
Aerospace Transportation

PURDUE UNIVERSITY
IN INDIANAPOLIS



ENVISION
THE FUTURE

 PURDUE
UNIVERSITY®

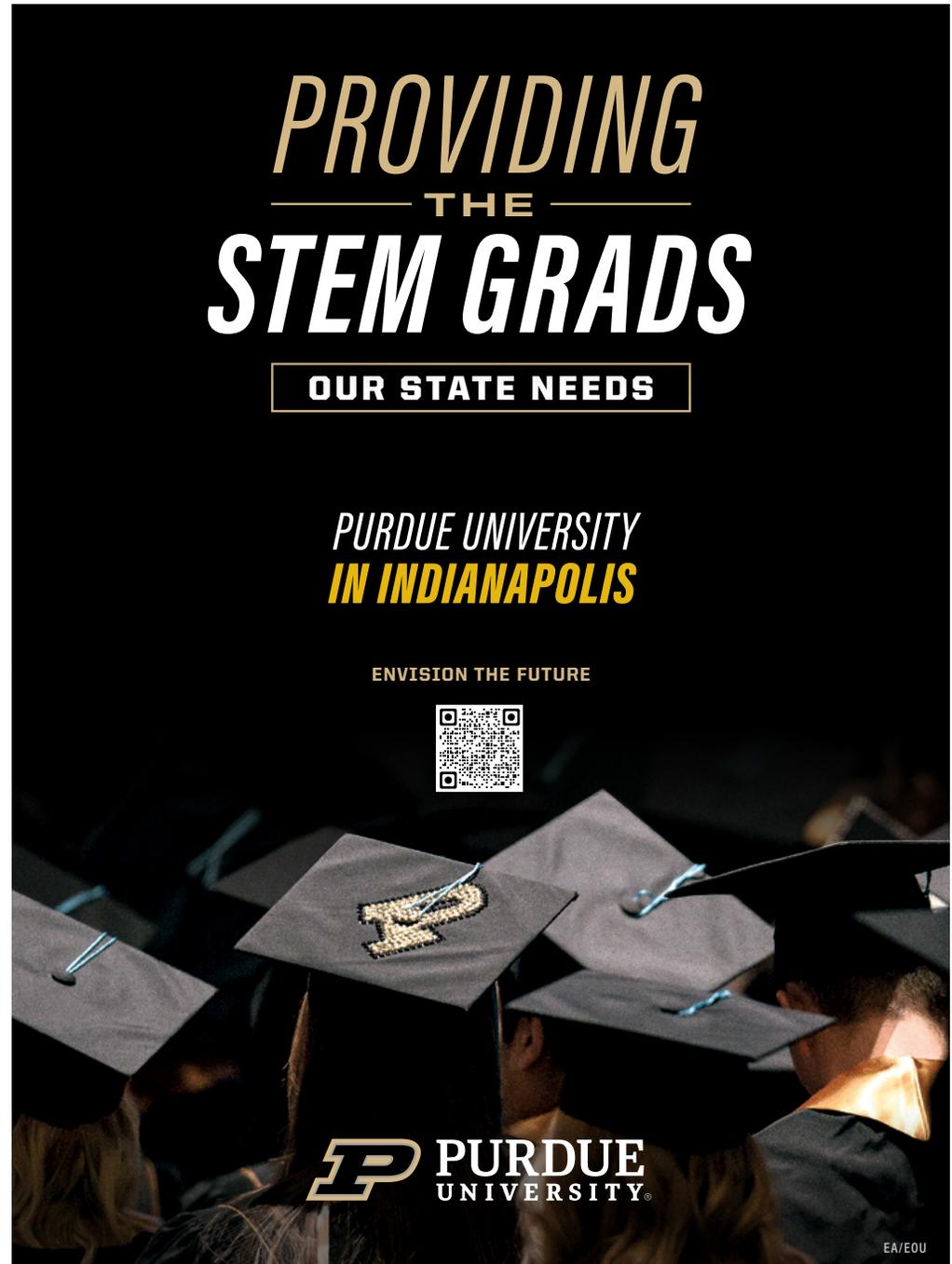
EA/E0U

Indianapolis Business Journal

April 2023, Advanced Manufacturing Issue

Circulation

- 32k print subscriptions
- 300k unique web visitors
- 75k unduplicated eNews subscribers



PROVIDING — THE — STEM GRADS

OUR STATE NEEDS

*PURDUE UNIVERSITY
IN INDIANAPOLIS*

ENVISION THE FUTURE



**P PURDUE
UNIVERSITY®**

EA/EOU

Indianapolis 500 Program

May 2023

Attendance

- 300k



ALWAYS AT HOME **IN INDIANAPOLIS**

Accelerating technology-driven innovation, **Purdue University in Indianapolis** will be one of the only universities in the U.S. to offer a **MOTORSPORTS ENGINEERING DEGREE.**

PURDUE UNIVERSITY
IN INDIANAPOLIS

ENVISION THE FUTURE



Indianapolis Business Journal

June 2023

Circulation

- 32k print subscriptions
- 300k unique web visitors
- 75k unduplicated eNews subscribers

Indiana Black Expo Program

July 2023

Attendance

- Estimated 300k+

**“MY BUSINESS CHANGED AND
NOW MY POSITION REQUIRES
A BACHELOR’S DEGREE
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Timothy / BS Business **Purdue Global**



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McDonald's

Airbnb

Microsoft

Purdue University

NASA

Ford

Walt Disney Co.

Formic

Rearow Aa

#16

Most Innovative Company in the World

THE ONLY UNIVERSITY ON THE LIST

Fast Company, 2023

PURDUE
UNIVERSITY®

EA/EOU



**PERSISTENTLY PURSUING
HEALTH EQUITY – FOR ALL**

Meet the newest researchers, educators and leaders spanning six departments and three colleges at Purdue – each striving toward a common goal: translating world-class research into a healthier future.



EXPLORE THEIR STORIES



**PURDUE
UNIVERSITY**

Indianapolis Business Journal

July 2023, Diversity, Equity and Inclusion Issue

Circulation

- 32k print subscriptions
- 300k unique web visitors
- 75k unduplicated eNews subscribers