

Mochila for Businesses

Reach college students every day.

Simple marketing options that connect your brand with students local to your business.



About

UNT



YOUR FAVORITES



YOUR SCHOOL



Student Life



News



Student Events



Bus Routes



Computer Labs



Buildings



Calendar



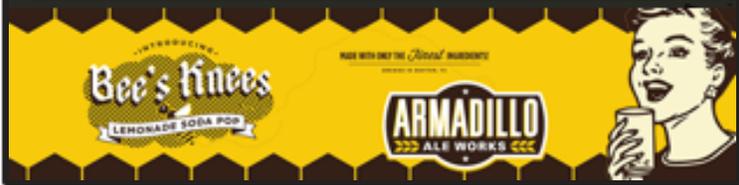
Colleges



Notifications



Campus Dining



Bee's Knees

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Precisely Targeted Ads

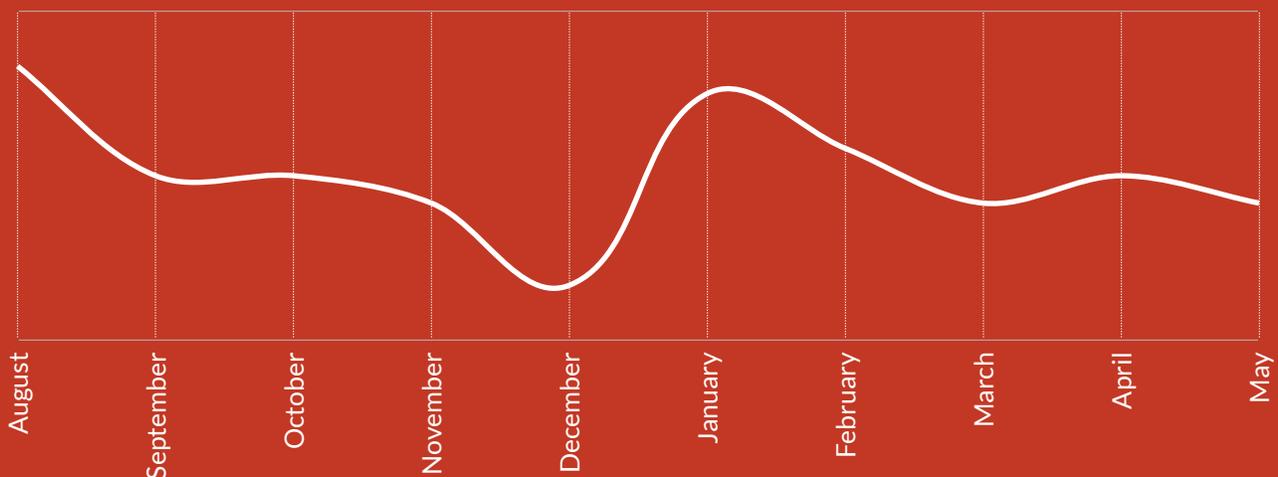
Whether you want to market your brand, run a promotion to boost revenue, or drive new business at the start of the new semester, Mochila for Businesses can help you.

Mochila is Local

Our users are students who are on campus and looking for something to do. In other words: an incredible demographic for your business.

Mochila is Seasonal

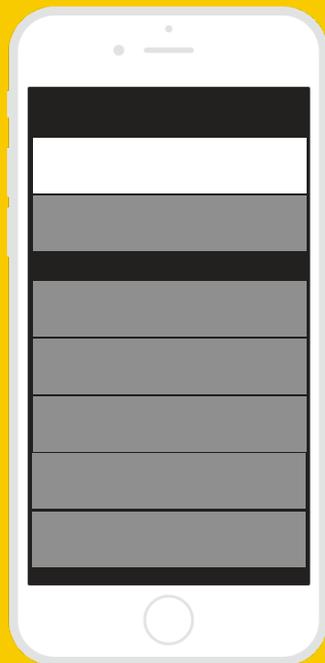
We all know the seasonal reality of business near a college. But that's a good thing! Our ad platform gives you the flexibility to market to students on the dates that are the most important and beneficial for your business.



Featured Dining

Sold quarterly, Mochila Featured Dining slots are a great new way for restaurants to reach students.

With a featured placement in Mochila's dining feature, your business can reach students when they're looking for places to eat around campus. Your business will be featured at the very top of the list above university dining options, and can include a unique image for your business as well as business information including hours, contact information, a short description, and a link to your website or a specific webpage.



January - March

April - June

July - September

October - December

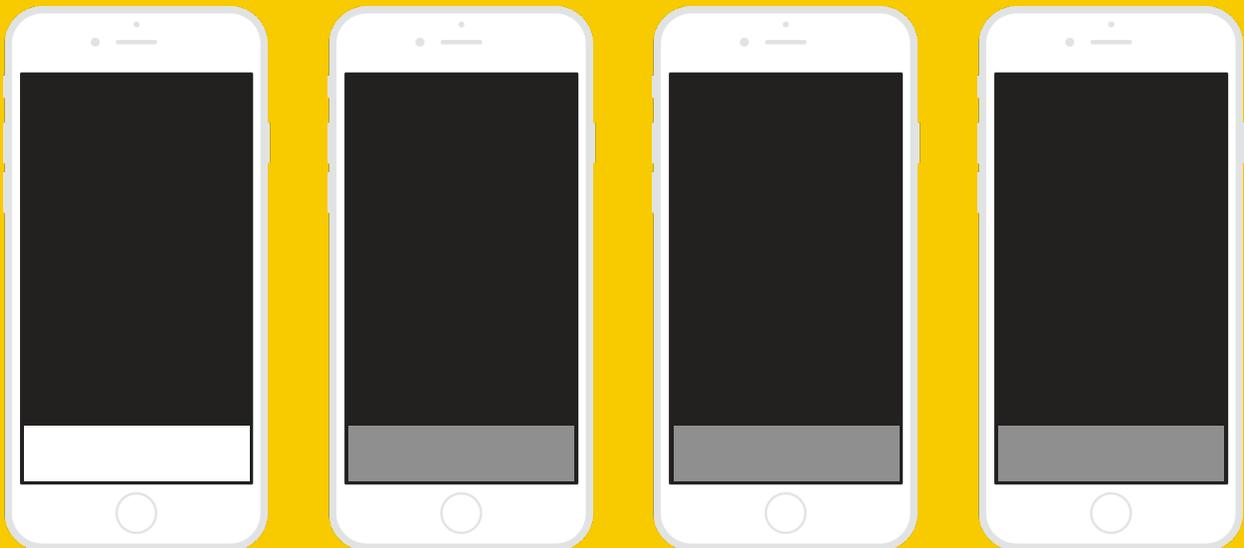
Advertisements

Sold by the impression, Mochila Advertisements are a traditional way to advertise alongside other advertisers.

The most common way to reach Mochila's audience is by purchasing a block of impressions at your local university. Your business' ad will be shown in rotation with up to 4 others, until you've reached your impression count.

Included with your purchase is the ability to schedule the times your ad runs so you can focus your ad when it's most beneficial for your business, or run it 24/7 to increase visibility.

NOTE: YOUR AD MAY BE TEMPORARILY PAUSED IF A SPONSORSHIP IS ACTIVE.

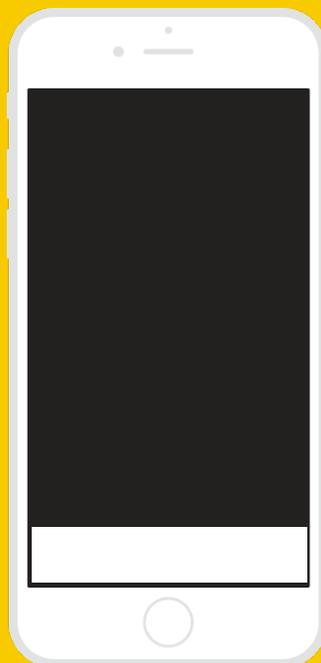


Sponsorships

Completely exclusive, Mochila Sponsorships offer a unique way to focus our users' attention on your brand and business.

We also offer the option for an exclusive sponsorship of any university that Mochila supports. When you purchase an exclusive sponsorship, all ads are temporarily paused and your brand's ad or logo will be displayed to each and every user.

Use exclusive sponsorships to put your brand in front of thousands of students, and maximize your reach without worrying about impression pricing. Or, use sponsorships to reach students at any assortment of universities that Mochila currently supports.



**WANT TO SPONSOR ACROSS
MULTIPLE UNIVERSITIES, OR
EVEN NATIONALLY?
LET'S MAKE A DEAL:
SPONSOR@MOCHILA.CO**

How It Works

Mochila offers a flexible marketing platform for your business. We'd love to work with you to figure out how you can best benefit! Here're a few examples to get you started.

Restaurants

Sponsor Mochila at the start of the semester, with an exclusive spot in a our highly-used app, and get a head start on your competitors

Bookstores

Take out an ad for both buying and selling books, on the most relevant platform for businesses focused on students: The app for students.

Coffee Shops

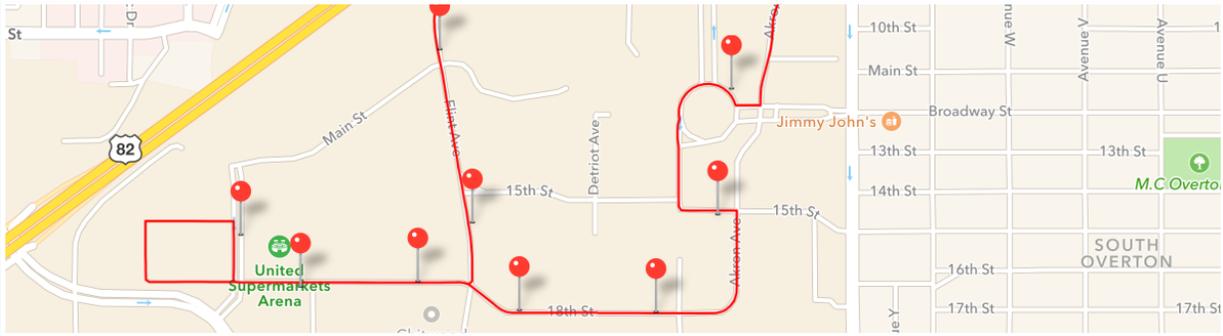
Run a Mochila Ad to draw new students in during the morning hours, while everyone's looking for their new daily stop.

Venues

Use a Mochila Sponsorship to promote ticket sales to students on campus, and tap into a new market for your shows.

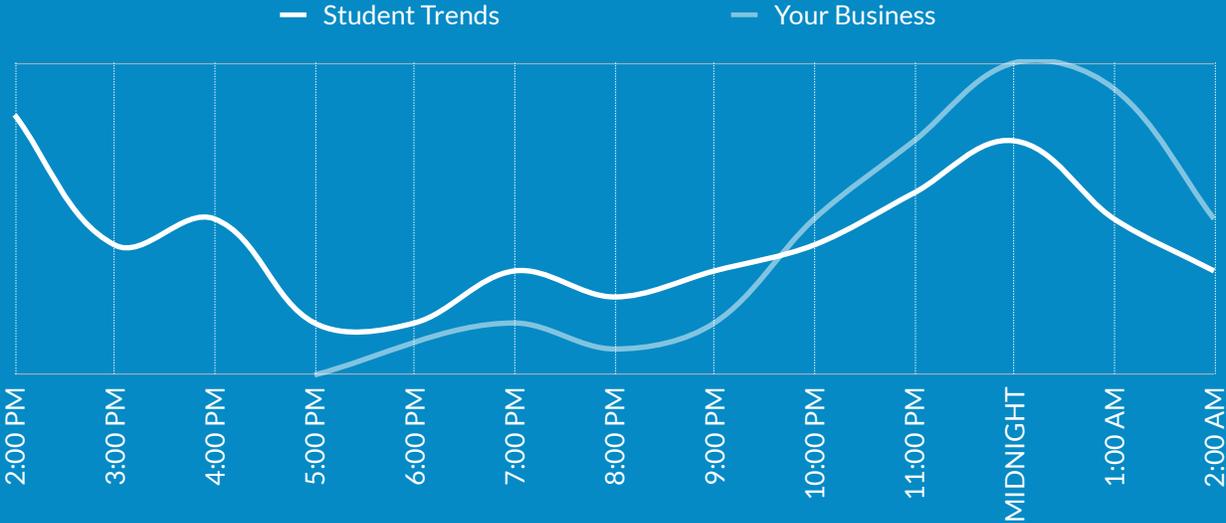
Bus Routes

Did you know there's a bus route that stops right near your business? Students using Mochila can easily look up routes and stops but they may not know that you're so close to their destination, or their route. Let them know!



Computer Labs

It's no surprise to see students up late working on an assignment in a computer lab. If your business is open late, use Mochila's scheduling options to make sure they know where to go when they need a break!



Pricing

Our pricing is tiered, so the more impressions or time you buy the better price you get!

Featured Dining

Quarterly feature: \$3,500

Advertisements

1,000 impressions: \$200

5,000 impressions: \$600

10,000 impressions: \$800

20,000 impressions: \$1,200

Sponsorships

7-day sponsorship: \$1,000

14-day sponsorship: \$1,750

30-day sponsorship: \$3,250

60-day sponsorship: \$6,000

How to Buy

Once you've decided how you'd like to use Mochila to help your business' marketing efforts, just email us. We'll work with you on the details! Still have questions? Let us know, we'd love to help!

To purchase an ad or sponsorship in Mochila, email us with your business name, local university, media type, and any other relevant info.

Featured dining slots are sold while inventory is available, and sold quarterly. Ads are sold by blocks of 1,000 impressions, with a suggested minimum of 10,000 impressions. Sponsorships are sold by the day, with a minimum length of 7 days.

[**sales@mochila.co**](mailto:sales@mochila.co)