



**October 27, 2008**

**For immediate release:**

## **Longwood University using non-traditional method for recruitment**

WFofR Online, LLC, a division of WFofR Inc., has been retained by Longwood University, and agency partner CRT/tanaka, to manage an online advertising display campaign. Longwood University is a state-assisted co-ed University located in Farmville, VA.

The campaign's objective is student recruitment and will run through the fall of '08. With a student enrollment of 4,700 Longwood hopes to continue attracting qualified applicants for their 100 undergraduate programs.

"Longwood University's recruiting efforts have always shown creative innovation and its online effort is no exception," said Christian Munson, Account Supervisor at CRT/tanaka. "WFofR Online makes the campaign click by bringing experience, smart counsel and targeted strategies to the table."

The 14-18 year olds represent a significant portion of online traffic but their online behaviors can be difficult to predict. It is for this reason WFofR Online has utilized a combination of behavioral targeting and re-targeting methods to reach the audience within the recruiting areas defined by the University.

"A fine-tuned online ad campaign is an important piece of Longwood University's integrated marketing plan, and WFofR Online's customized services are proving successful in extending our reach most efficiently" says David Hooper, Director of Web Communications for Longwood University.

WFofR Online, LLC is a division of WFofR, Inc. a 28 year old media services company. Working with clients and/or agencies, WFofR Online is on the cutting edge of digital technology. They work with clients to create customized online advertising programs that allow them to reach their targeted audience effectively and efficiently. This can be executed globally, nationwide or in any local media market in the country.

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