

NEW YORK INSTITUTE OF TECHNOLOGY

# Advertising Campaign

2025

# **Innovation isn't just a moment. It's a mindset.**

**New York Tech is a university for doers, makers, innovators, and healers. Career driven and tech-forward, our student entrepreneurs, designers, and researchers bring ideas to life.**

**Every program at New York Tech is powered by technology, from business and healthcare to architecture and engineering. Our 2025 marketing campaign spotlights confident students in their element—pitching startup ideas, experimenting in labs, designing in studios, engineering solutions, collaborating in groups, and living in New York.**

**At New York Tech, curiosity becomes discovery and research drives progress.**

**Innovation starts at New York Tech.**

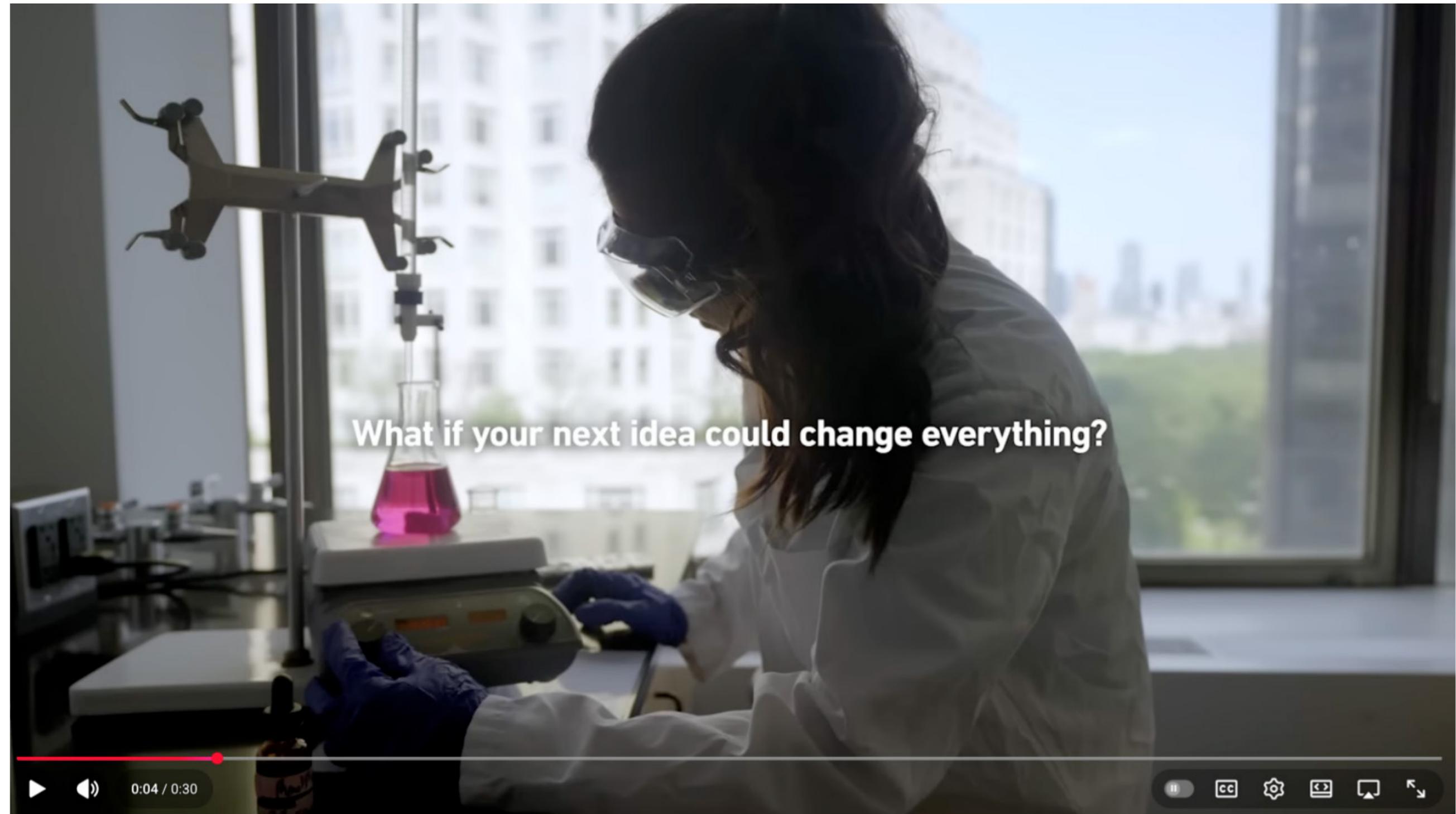
# **Out of Home Placements in New York City and Long Island**



Digital and print billboards were placed in Long Island, New York City, and its boroughs reaching audiences in primary student markets for New York Tech.

# Cable and Streaming TV

Link: <https://www.youtube.com/watch?v=bW2ROFXu6kA>



# Social Media Ads

# Meta and Instagram Ads



Social media ads focused on promoting undergraduate, transfer, and graduate opportunities, as well as specific programs through static and video assets.

Link: <https://vimeo.com/1153653894/105ce90050?share=copy&fl=sv&fe=ci>

**New York Institute of Technology**  Sponsored ·  

Earn your M.S. in Computer Science at New York Tech, where our net tuition is among the lowest for NY private schools. Learn more.

Earn Your Master's in Computer Science  
Turn Your Ideas into Prototypes  
Graduate in as Little as One Year



*LEAD THE FUTURE OF TECH*

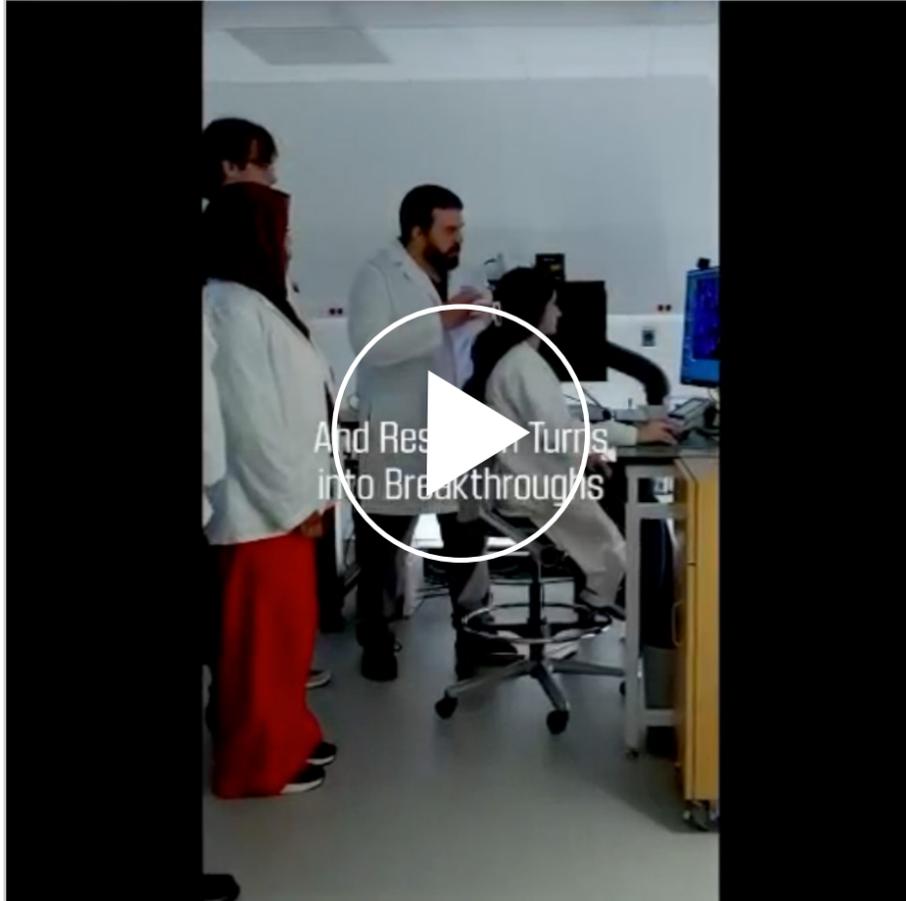
**THERE'S A PLACE FOR YOU AT NEW YORK TECH**  *LEARN MORE*

FORM  
**Design Your Future** Learn more  
Join a culture of innovation.

 Like  Comment  Share

**New York Institute of Technology**  Sponsored ·  

Pursue your passion and prepare for careers in diverse fields. At New York Tech, you'll gain the skills to stay ahead. Learn more.



And Research Turns into Breakthroughs

FORM  
**45+ In-Demand Degrees** Learn more  
99% of students receive aid.

 Like  Comment  Share

**New York Institute of Technology**  Sponsored ·  

Interested in analytics and machine learning? Turn it into a lucrative career with New York Tech's Data Science MS. Learn more!



**Turn Data into Solutions**

Earn Your Master's in Data Science  
Solve Challenges Across Industries  
Graduate in as Little as One Year

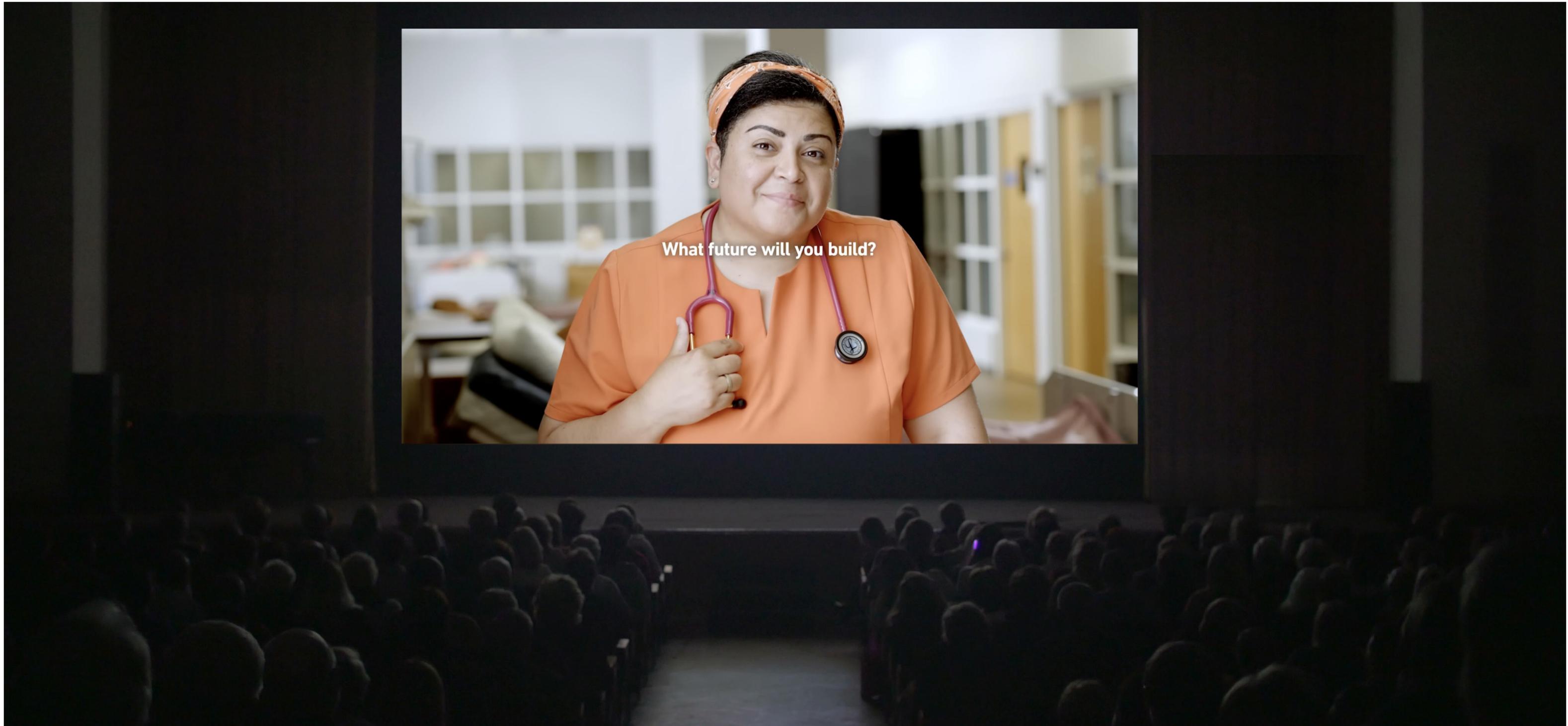
**THERE'S A PLACE FOR YOU AT NEW YORK TECH**  *LEARN MORE*

FORM  
**Online or in Person** Learn more  
This is your opportunity.

 Like  Comment  Share

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# Movie Theaters



| New York Tech's commercial played in movie theaters in key recruitments in New York through a digital out of home campaign.

**Print Ads**

**VISIT US AND LEARN ABOUT:**

- In-demand programs
- Scholarships and research
- Admissions and student life

LONG ISLAND  
OCTOBER 19  
.....  
NEW YORK CITY  
OCTOBER 26

Join us for  
**Open House**

THERE'S A PLACE FOR YOU AT  
**NEW YORK TECH**

Register Today  
NYIT.EDU/FALL2025

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THERE'S A PLACE FOR YOU AT  
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Register Today  
NYIT.EDU/FALL2025

- Top 25 in the Region Ranked by U.S. News & World Report, 2026
- Scholarships and Research Opportunities
- Entrepreneurial Community

From Ideas to **INNOVATION**

REINVENTING THE FUTURE AT  
**NEW YORK TECH**

Learn More  
NYIT.EDU

| Print advertising focused on driving attendance to important admissions events while reinforcing the brand.

# Display Ads

Display ads were created in a variety of sizes for desktop, tablet, and mobile optimization and focused on priority programs to drive leads. **Click each ad to view the GIFs.**

Where Innovation Starts

EARN YOUR DEGREE AT  
**NEW YORK TECH**

➔ Apply Now

**UNDERGRADUATE**

Make Your Next Move

THERE'S A PLACE FOR YOU AT  
**NEW YORK TECH**

➔ Apply Now

**GRADUATE**

Where Ideas Come to Life

COMPLETE YOUR DEGREE AT  
**NEW YORK TECH**

➔ Visit Us

**TRANSFER**

EARN YOUR GRAD DEGREE

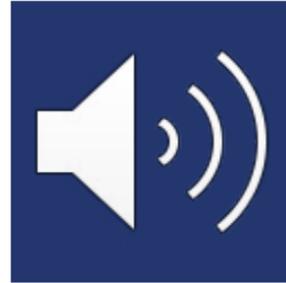
THERE'S A PLACE FOR YOU AT  
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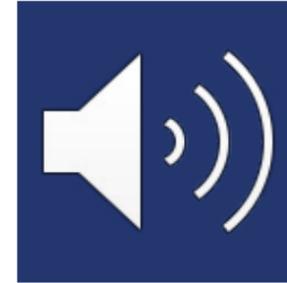
**GRADUATE**

# Radio Spots

Audio ads on streaming and commercial radio and podcasts extended brand awareness and drove traffic to admissions events.  
**Click on the icons to hear each spot.**



**30 SECOND SPOT**



**15 SECOND SPOT**

Thank you!