



**Wisconsin – Advertising Samples –  
CONFIDENTIAL**

A large, light gray graphic of an open book is centered on the page. The book is represented by geometric lines: a central vertical line, two diagonal lines forming the spine, and several lines radiating from the center to the edges of the pages, creating a stylized, abstract representation of an open book. The pages are represented by the areas between these lines.

## UNDERGRADUATE TV/ONLINE VIDEO/CINEMA

# BRAND RELAUNCH – :60 CINEMA



When Herman DeVry invented the portable film projector, he didn't know he was starting a revolution in teaching. He simply understood that visual communication was a better way to learn.

In 1931, Herman founded a university that embraced new technologies. He wanted students to understand the ever-changing landscape and know how to stay ahead of it. Today, DeVry University continues our founder's spirit of innovation in all we teach.

Since technology is at the core of business everywhere, we infuse tech into what we do as well. So that our students move forward confident. Prepared. Ready.

Because the best way for our students to solve the problems of tomorrow is to meet them head-on, armed with knowledge, with eyes wide open.

DeVry University. Forever Forward.

Super Disclaimer:

**In New York, DeVry University operates as DeVry College of New York.** DeVry University is accredited by The Higher Learning Commission (HLC), [www.hlcommission.org](http://www.hlcommission.org). DeVry is certified to operate by SCHEV. DeVry University is authorized for operation by the THEC. ©2017 DeVry Educational Development Corp. All rights reserved.

# BRAND RELAUNCH – :30 TV/OLV TECHNOLOGY



When it came to technology, our founder Herman DeVry never settled. Instead, he formed a relationship with tech until it became his ally.

At DeVry University, our students still harness the power of technology.

*Super – Business, Health, Tech*

Today, it's at our core. Because it's at the core of business, healthcare and tech, everywhere.

Our students dig deep into understanding technology's role so they're ready...

*Super – Ready*

...for what comes next.

DeVry University. Forever Forward.

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# BRAND RELAUNCH – :30 TV/OLV SOLVING PROBLEMS



Problems can be a good thing. Because they force us to find solutions that might take us to a more amazing place.

Since 1931...

*Super – Problems*

...DeVry University has challenged our students to turn problems into opportunities.

*Super - Opportunities*

And today, by putting technology at the root of what we teach, our students are armed with the knowledge to find better solutions.

*Super – Business, Technology, Health*

And move forward feeling bold. Confident. Prepared.

*Super – Bold, Confident, Prepared*

DeVry University. Forever Forward.

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# BRAND RELAUNCH – SOCIAL VIDEOS



## **SOCIAL VIDEO #1: Tech Brings Everything Together”**

TYPE: Problems in 2017 are complex.

TYPE: At DeVry University, we bring together people, data, process, devices.

TYPE: So our students are empowered to find solutions.

## **SOCIAL VIDEO #4: “Real Tech, Real Challenges”**

TYPE: Using technology to solve real business problems?

TYPE: Happens every day in our classrooms.

TYPE: Because it happens every day in offices like this.

## **SOCIAL VIDEO #2: “Tech Across Fields”**

TYPE: At DeVry University, we solve tomorrow’s problems.

TYPE: By putting technology at the core of our fields of study today.

## **SOCIAL VIDEO #4: “Infused with Technology”**

TYPE: Technology is part of nearly every occupation.

TYPE: Which is why we infuse a modern understanding of technology in our business, tech and healthcare education.

TYPE: So our students are prepared for what’s next.

SUPER DISCLAIMER FOR ALL FOUR VIDEOS:

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# ONLINE VIDEO



## EVER-CHANGING WORLD :30

**DUE TO ADVANCEMENTS IN TECHNOLOGY,**

**35% OF IMPORTANT WORKPLACE SKILLS WILL EVOLVE BY 2020.**

TO PREPARE WITH THE SKILLSET NEEDED TO BECOME A PROBLEM SOLVER  
IN TODAY'S DIGITALLY-DRIVEN WORLD

DEVRY UNIVERSITY OFFERS TECH-INFUSED DEGREES IN BUSINESS, TECH,  
AND HEALTH.

WANT TO GET READY FOR TOMORROW? START TODAY.

CTA: DEVRY UNIVERSITY/BUSINESS/TECH/HEALTH/DEVRY.EDU

## EVER-CHANGING WORLD :15

**DUE TO ADVANCEMENTS IN TECHNOLOGY,**

**35% OF IMPORTANT WORKPLACE SKILLS WILL EVOLVE BY 2020.<sup>1</sup>**

PREPARE WITH TECH-INFUSED DEGREES IN BUSINESS, TECH, AND HEALTH  
FROM DEVRY UNIVERSITY.

CTA: DEVRY UNIVERSITY/BUSINESS/TECH/HEALTH/DEVRY.EDU

"Five years from now, over one-third of skills (35%) that are considered  
important in today's workforce will have changed." -

<https://www.weforum.org/agenda/2016/01/the-10-skills-you-need-to-thrive-in-the-fourth-industrial-revolution/>

## TECHNOLOGY :30

**2.5 BILLION GIGABYTES OF DATA ARE CREATED EVERY DAY.**

IN THE RAPIDLY-GROWING TECH INDUSTRY, THERE IS MUCH TO BE  
EXCITED ABOUT.

AND MUCH TO PREPARE FOR.

DEVRY UNIVERSITY OFFERS TECHNOLOGY DEGREES

DESIGNED FOR TODAY'S DIGITALLY DRIVEN WORLD.

SO YOU CAN BE READY TO SOLVE THE PROBLEMS OF TOMORROW.

CTA: DEVRY UNIVERSITY/TECH DEGREES/DEVRY.EDU

## TECHNOLOGY :15

**2.5 BILLION GIGABYTES OF DATA ARE CREATED EVERY DAY.<sup>2</sup>**

PREPARE FOR TODAY'S DIGITALLY DRIVEN WORLD.

WITH DEVRY UNIVERSITY'S TECHNOLOGY DEGREES

CTA: DEVRY UNIVERSITY/TECH DEGREES/DEVRY.EDU

"Over 2.5 quintillion bytes of data are created each day" -

[http://www3.weforum.org/docs/GITR/2014/GITR\\_Chapter1.2\\_2014.pdf](http://www3.weforum.org/docs/GITR/2014/GITR_Chapter1.2_2014.pdf), 2013



# ONLINE VIDEO



## **HEALTH :30**

### **NEARLY 9 OUT OF 10 PHYSICIANS NATIONWIDE USE DIGITAL HEALTH RECORDS.**

THIS IS JUST ONE OF THE MANY TECH-INFLUENCED TRENDS IN HEALTHCARE.

TO HELP YOU BECOME A PROBLEM-SOLVER IN THIS EVER-CHANGING INDUSTRY

DEVRY UNIVERSITY OFFERS TECH-INFUSED DEGREES IN HEALTHCARE ADMINISTRATION.

WITH THE RIGHT EDUCATION, YOU CAN BE READY FOR WHAT'S NEXT.

CTA: DEVRY UNIVERSITY/HEALTH DEGREES/DEVRY.EDU

## **HEALTH :15**

### **NEARLY 9 OUT OF 10 PHYSICIANS NATIONWIDE USE DIGITAL HEALTH RECORDS.<sup>3</sup>**

PREPARE FOR TODAY'S DIGITALLY-DRIVEN WORLD.

WITH TECH-INFUSED DEGREES IN HEALTHCARE ADMINISTRATION FROM DEVRY UNIVERSITY.

CTA: DEVRY UNIVERSITY/HEALTH DEGREES/DEVRY.EDU

"As of 2015, nearly 9 in 10 (87%) of office-based physicians had adopted any EHR[2], over 3 in 4 (78%) had adopted a certified EHR, and over half (54%) adopted a 'Basic EHR'[1]." -

<https://dashboard.healthit.gov/quickstats/pages/physician-ehr-adoption-trends.php>, 2015

## **BUSINESS UNDERGRAD :30**

### **ECOMMERCE SALES HAVE DOUBLED IN THE LAST 7 YEARS.**

THIS IS YET ONE MORE EXAMPLE OF HOW TECHNOLOGY IS AFFECTING HOW BUSINESSES OPERATE.

TO HELP YOU BECOME A PROBLEM SOLVER IN TODAY'S DIGITALLY-DRIVEN WORLD

DEVRY UNIVERSITY OFFERS TECH-INFUSED BUSINESS DEGREES.

ARMED WITH THE TOOLS OF TOMORROW, YOU CAN MAKE AN IMPACT TODAY.

CTA: DEVRY UNIVERSITY/BUSINESS DEGREES/DEVRY.EDU

## **BUSINESS UNDERGRAD :15**

### **ECOMMERCE SALES HAVE DOUBLED IN THE LAST 7 YEARS.<sup>4</sup>**

THIS IS JUST ONE WAY TECHNOLOGY IS AFFECTING BUSINESS.

PREPARE WITH A TECH-INFUSED BUSINESS DEGREE FROM DEVRY UNIVERSITY.

CTA: DEVRY UNIVERSITY/BUSINESS DEGREES/DEVRY.EDU

"In the most recently reported quarter the share of e-commerce in total U.S. retail sales was 8.9 percent, up from 8 percent from the corresponding quarter in the previous year." 4.2% in Q1'10 - <https://www.statista.com/statistics/187439/share-of-e-commerce-sales-in-total-us-retail-sales-in-2010/> US Department of Commerce; US Census Bureau



# ONLINE VIDEO



## **BUSINESS/GRAD :30**

**TECHNOLOGY IS CHANGING EVERYTHING.**

**BY 2019, WORKERS IN MANAGEMENT, BUSINESS AND FINANCE  
WILL SEE THEIR JOB TASKS CHANGE BY 58%.**

DEVRY UNIVERSITY'S GRADUATE BUSINESS DEGREES PREPARE YOU TO  
SOLVE PROBLEMS

IN TODAY'S DIGITALLY-DRIVEN BUSINESS WORLD.

CTA: DEVRY UNIVERSITY/GRADUATE BUSINESS DEGREES/DEVRY.EDU

## **BUSINESS/GRAD :15**

**TECHNOLOGY IS CHANGING EVERYTHING. (or TECHNOLOGY IS  
EVERYWHERE)**

**BY 2019, WORKERS IN MANAGEMENT, BUSINESS AND FINANCE  
WILL SEE THEIR JOB TASKS CHANGE BY 58%.<sup>6</sup>**

PREPARE WITH A TECH-INFUSED GRADUATE DEGREE FROM DEVRY  
UNIVERSITY.

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"By 2019, workers in management, business, and finance will see their  
job tasks change by 58%" – "The Future of Jobs, 2027: Working Side by  
Side with Robots" by J.P. Gownder (Forrester) April 3, 2017 -  
<https://www.forrester.com/report/The+Future+Of+Jobs+2027+Working+Side+By+Side+With+Robots/-/E-RES119861>

## **FLEXIBILITY :30**

TODAY'S STUDENTS NEED BALANCE.

IN WORK, LIFE AND SCHOOL.

TO GIVE YOU THE TYPE OF LEARNING EXPERIENCE YOU NEED

DEVRY UNIVERSITY OFFERS A FLEXIBLE APPROACH.

SO YOU CAN LEARN WHERE AND WHEN YOU WANT.

THE LESS ROADBLOCKS, THE CLEARER THE PATH TO SUCCESS.

CTA: DEVRY UNIVERSITY/BUSINESS/TECH/HEALTH/DEVRY.EDU



# PAID SOCIAL

# BRAND RELAUNCH – VIDEO AND BRANDED CONTENT COMPANION BANNERS



**THE TECH FIELD NEEDS  
FUTURE MINDED LEADERS.**

[▶ start learning](#)

**DeVry University**



**TECH IS AT THE CORE OF OUR HEALTH  
CARE MANAGEMENT EDUCATION.**

[▶ start learning](#)

**DeVry University**

[▶ start learning](#)

**DeVry University**



**USE TECHNOLOGY TO SOLVE  
REAL PROBLEMS IN BUSINESS.**

[▶ start learning](#)

**DeVry University**



**TECHNOLOGY IS AT THE  
ROOT OF WHAT WE TEACH.**

[▶ start learning](#)

**DeVry University**

**GET AN EDUCATION WITH TECH AT ITS CORE.**



[▶ start learning](#)

**DeVry University** | Business  
Tech  
Healthcare

**GET AN EDUCATION  
WITH TECH AT ITS CORE.**



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**DeVry University**

**YOU NEED TO HARNESS THE POWER OF TECH.**

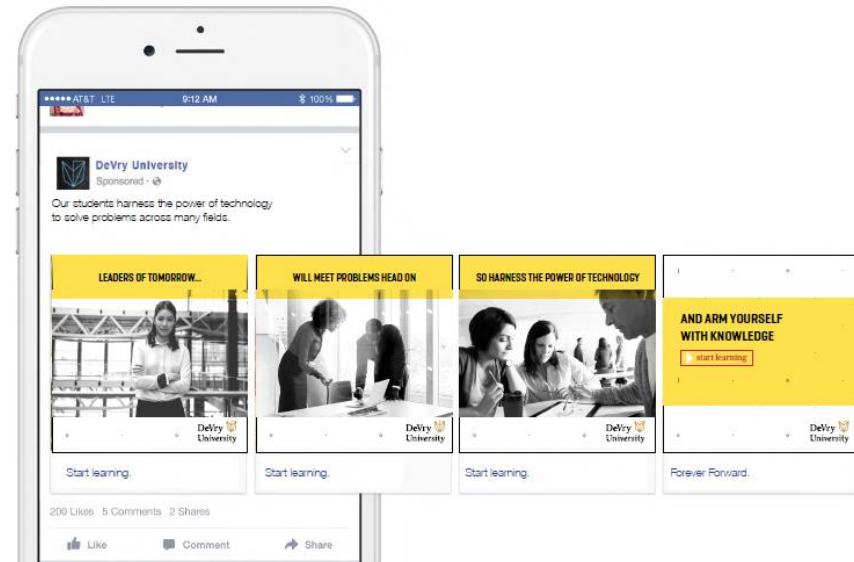
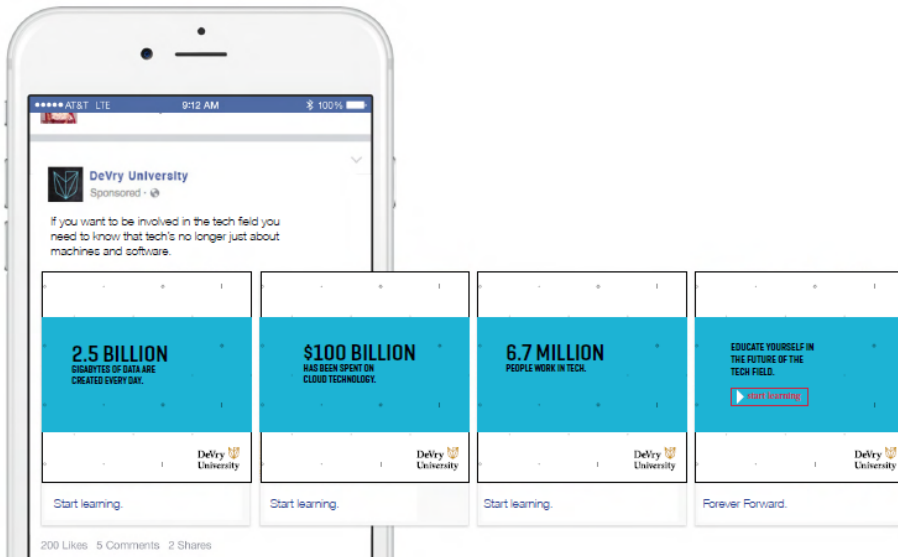
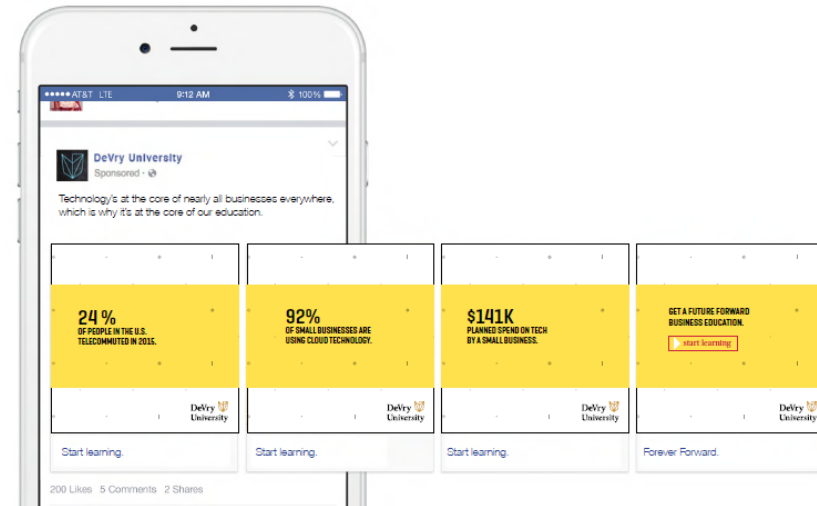
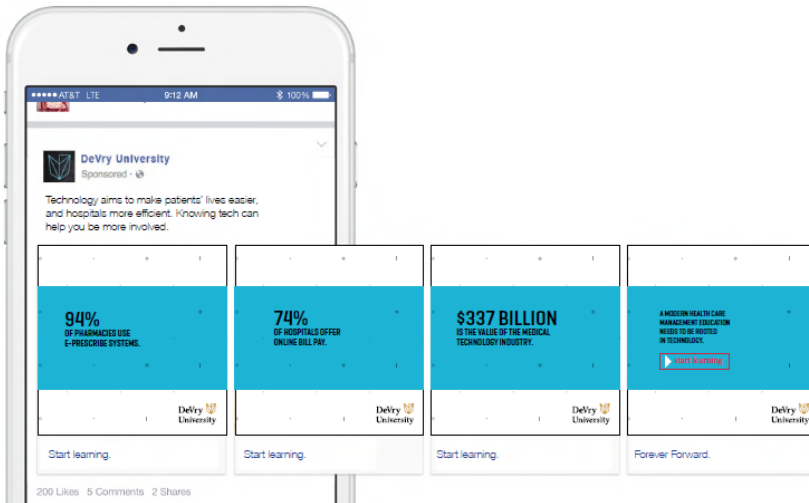


**TO SOLVE THE PROBLEMS OF**



**BUSINESS**

# BRAND RELAUNCH – PAID SOCIAL

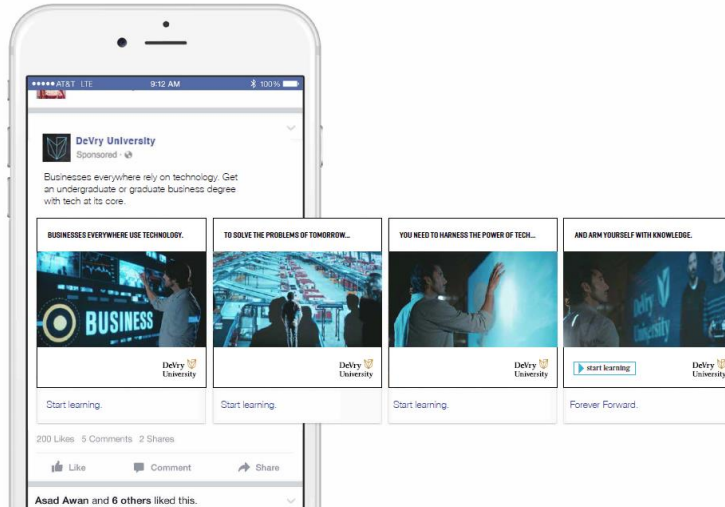




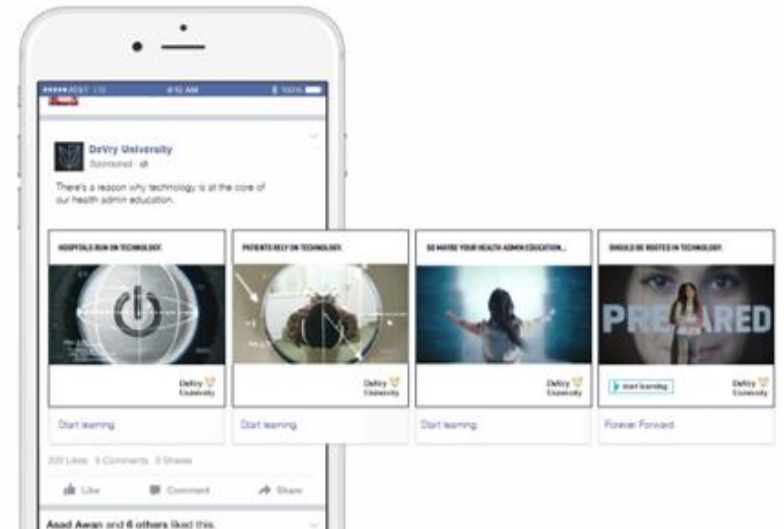
# BRAND RELAUNCH – PAID SOCIAL (CONT.)



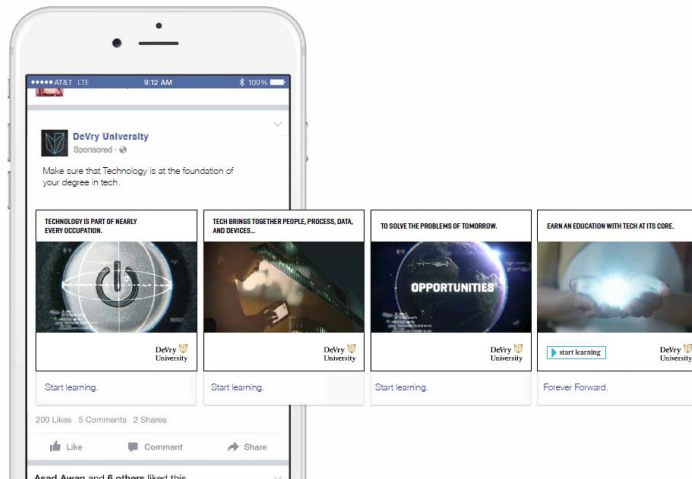
## BUSINESS



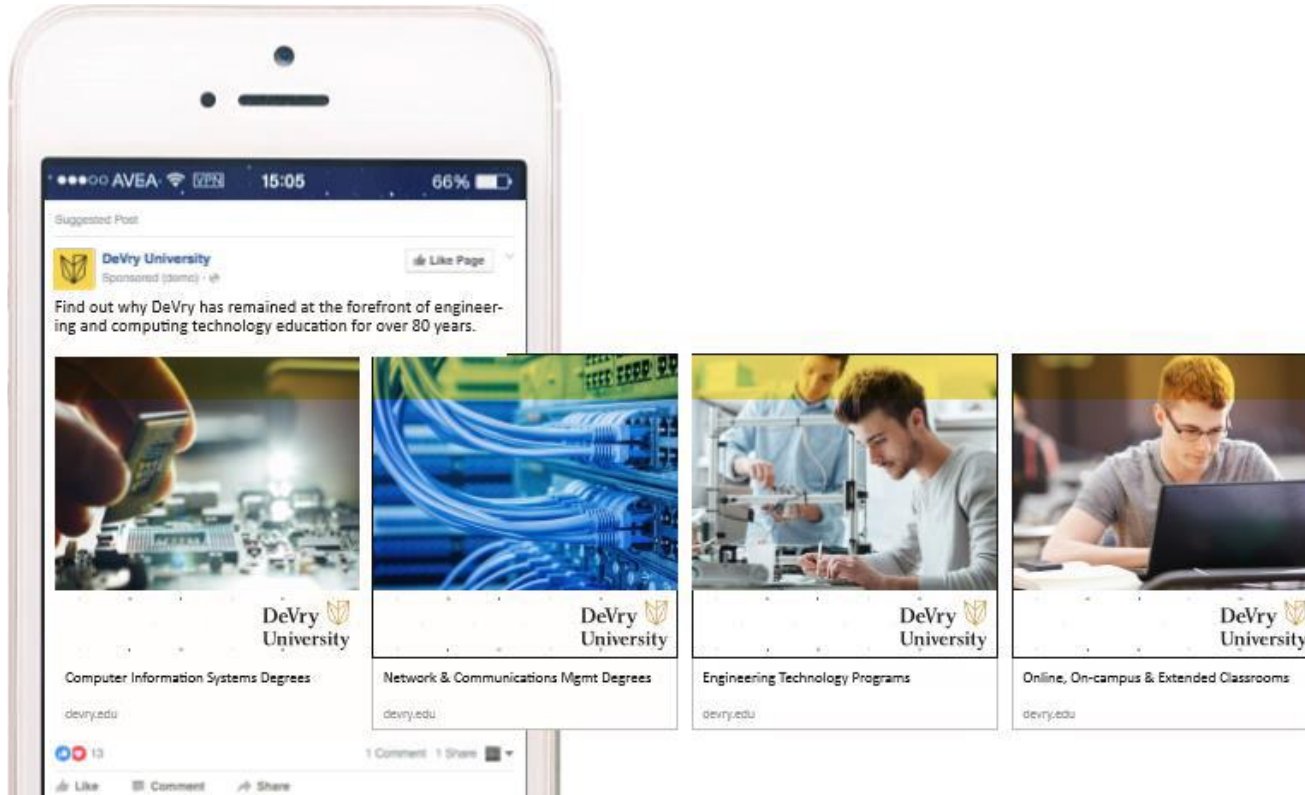
## HEALTHCARE



## TECHNOLOGY



# BRAND RELAUNCH – PAID SOCIAL (CONT.)



# BRAND RELAUNCH – PAID SOCIAL (CONT.)

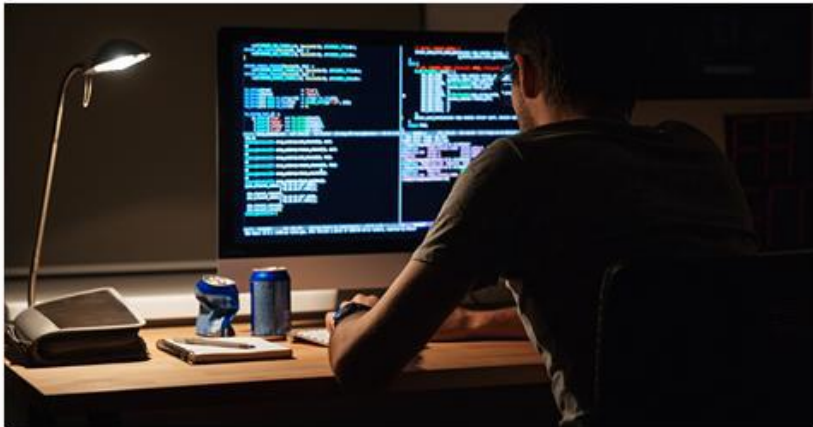


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Dive deeper into the world of code; build mobile apps and software. GE info: [http://bit.ly/DVU\\_programs\\_GE](http://bit.ly/DVU_programs_GE)



## New Software Programming Specialization

Graduate ready for the software development career field.

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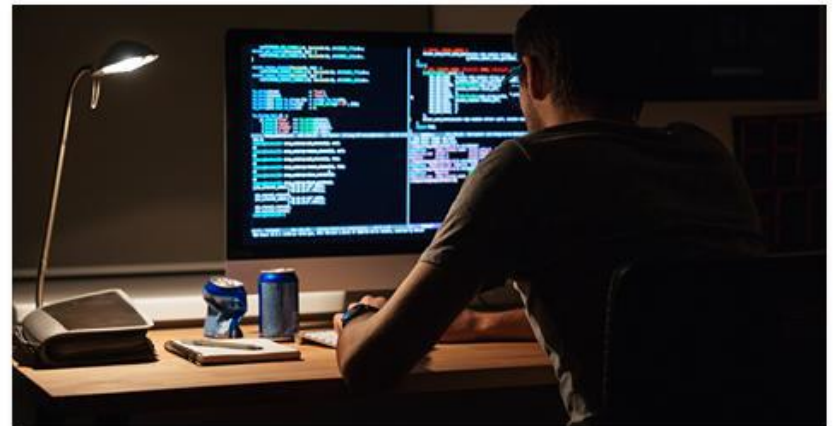


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Learn programming skills in our Computer Information Systems program. GE info: [http://bit.ly/DVU\\_programs\\_GE](http://bit.ly/DVU_programs_GE)



## Earn A Computer Information Systems Degree

Graduate with the technical skills you need for your future.

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# BRAND RELAUNCH – PAID SOCIAL (CONT.)



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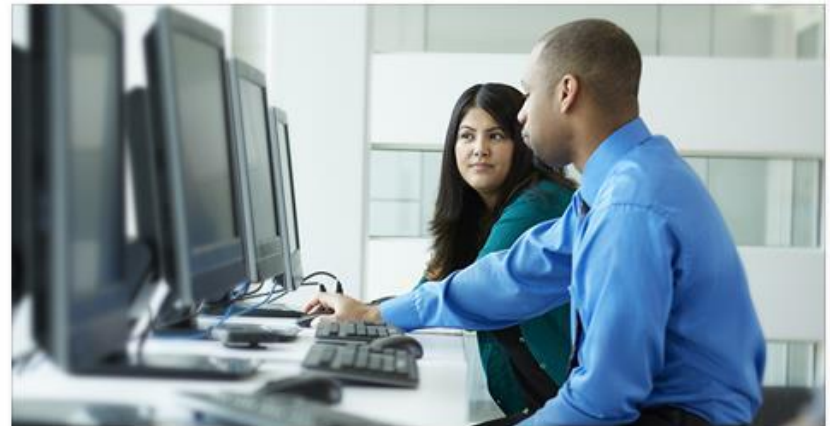


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## Earn A Computer Information Systems Degree

Graduate with the technical skills you need for your future.

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# BRAND RELAUNCH – PAID SOCIAL (CONT.)



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Online options give you the flexibility to schedule classes around your life.  
GE info: [http://bit.ly/DVU\\_MBC\\_GE](http://bit.ly/DVU_MBC_GE)



## Medical Billing & Coding Certificate

Take classes online.

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## Online Medical Billing & Coding

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## Online Medical Billing & Coding

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## Medical Billing & Coding Certificate

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**Online Medical Billing & Coding**

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**Online Medical Billing & Coding**

Take classes online.

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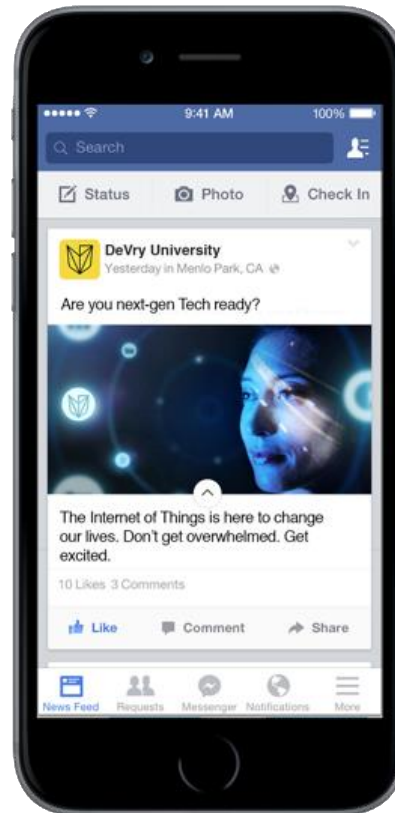
Learn More

89 Reactions 1 Comment 2 Shares

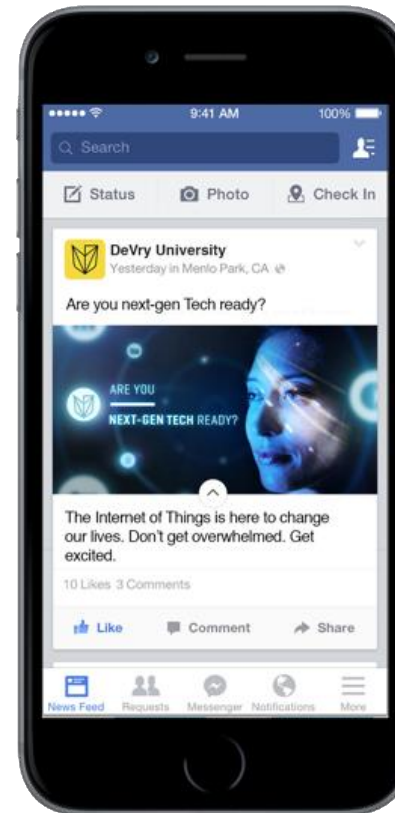
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# Brand relaunch – canvas (slide 1 of 8)

## SPONSORED POST



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w/ text in image

## Brand relaunch – canvas (slide 2 of 8)

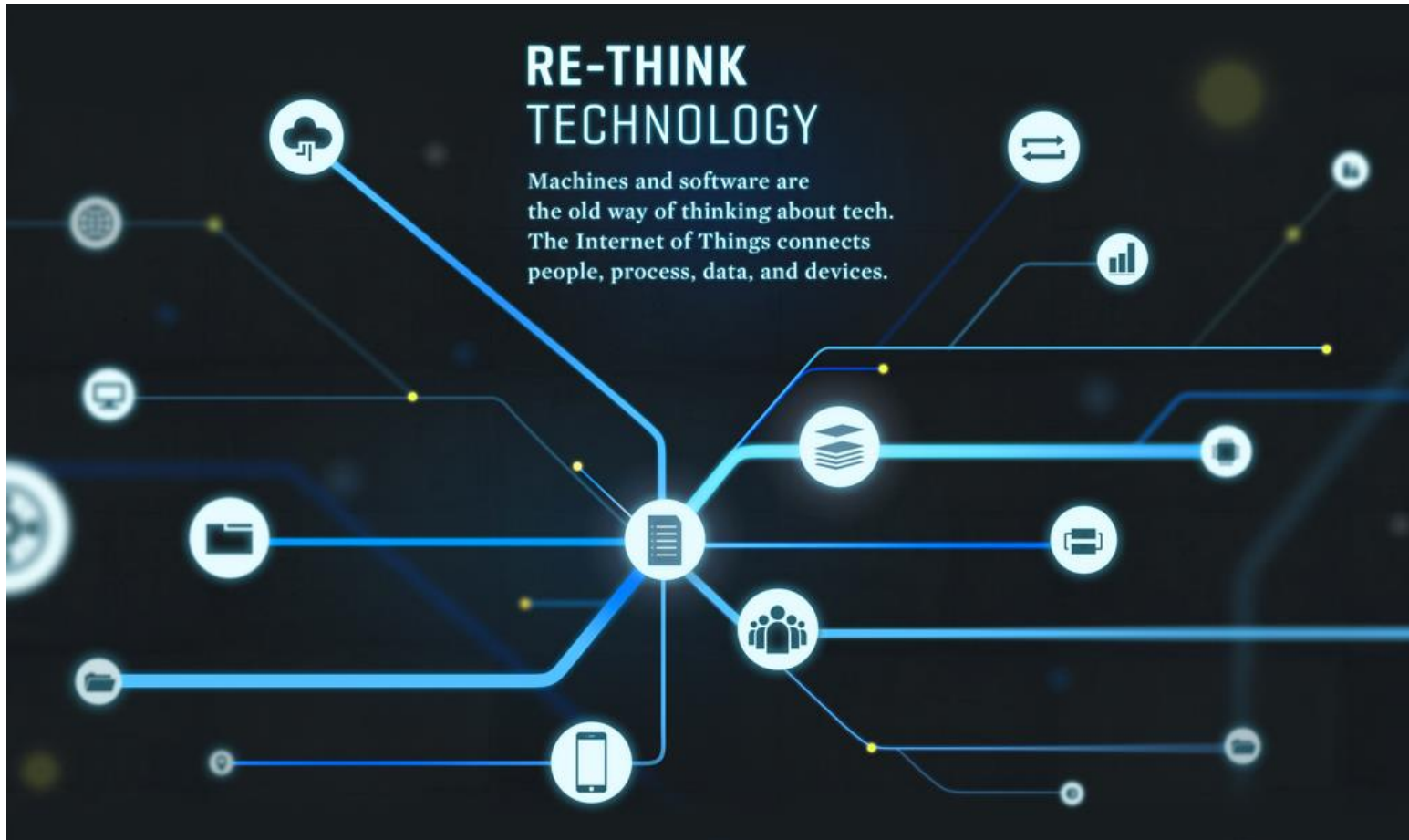
### SPONSORED POST

### Frame 1



## Brand relaunch – canvas (slide 3 of 8)

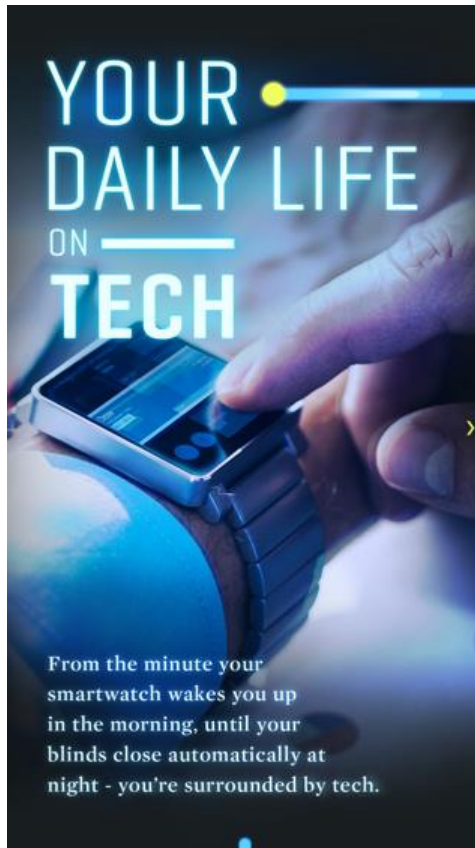
### Frame 2





## Brand relaunch – canvas (slide 4 of 8)

Frame 3A



FRAME 3B



FRAME 3C



# Brand relaunch – canvas (slide 5 of 8)

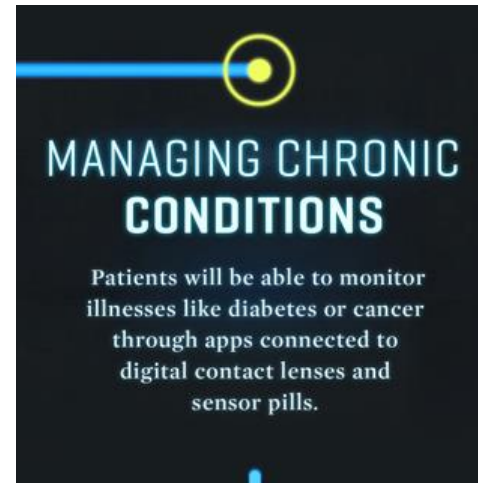
Frame 4A



FRAME 4B



FRAME 4C



# Brand relaunch – canvas (slide 6 of 8)

## Frame 5A – ANIMATION STORYBOARD (5-6 second loop)



Frame 5A.1



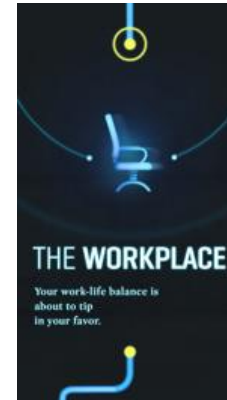
Frame 5A.2



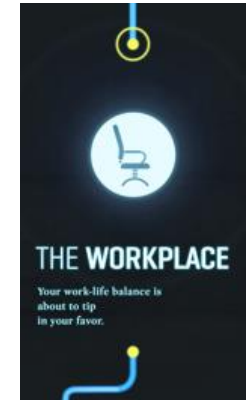
Frame 5A.3



Frame 5A.4



Frame 5A.5



Frame 5A.6



Frame 5A.7



Frame 5A.8



Frame 5A.9

## Brand relaunch – canvas (slide 7 of 8)

FRAME 5B

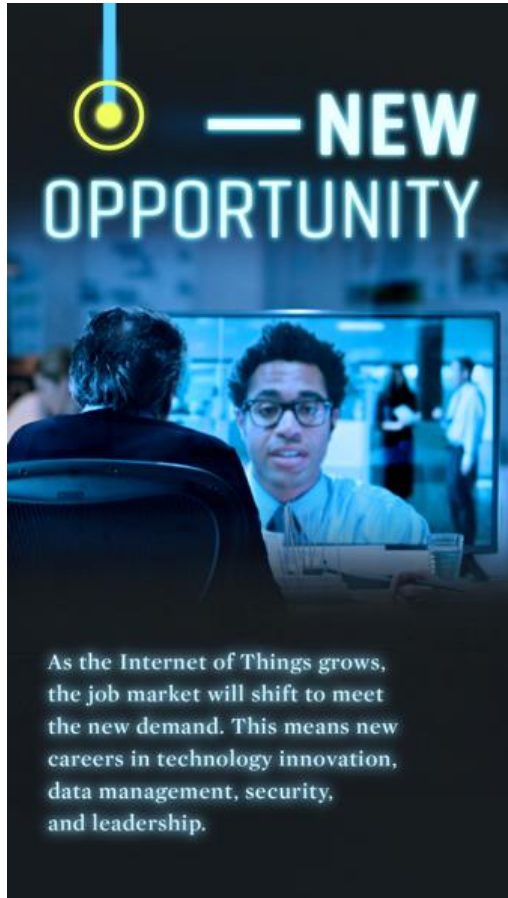


FRAME 5C

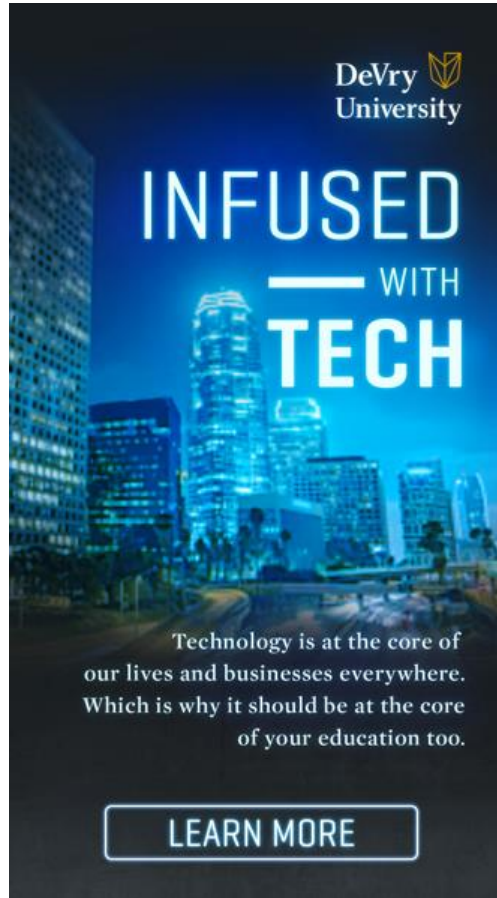


## Brand relaunch – canvas (slide 8 of 8)

### FRAME 6



### FRAME 7





# BRAND RELAUNCH –DISCOVERY



**Sponsored content  
partnership with Discovery –  
6 videos and 6 articles**



Home Automation: <http://www.discovery.com/changing-how-we-live/#home-automation-goes-high-tech>

Cashier Free Retailers: <http://www.discovery.com/changing-how-we-live/#cashier-free-retailers-eliminating-the-point-of-sale>

Drone Delivery: <http://www.discovery.com/changing-how-we-live/#drone-delivery-to-the-rescue>

Wearable Tech: <http://www.discovery.com/changing-how-we-live/#wearable-tech-healthcare-advancements-within-reach>

Self-Driving Cars: <http://www.discovery.com/changing-how-we-live/#self-driving-cars-can-potentially-save-lives>

High-Tech Personalization: <http://www.discovery.com/changing-how-we-live/#high-tech-personalization-and-replenishment>

# BRAND RELAUNCH – BRANDED CONTENT CREATIVE EXAMPLES



## Best Performing Content - Abstracts

Are you Ready for the Future of Tech?

Interconnectivity is at the core of our digital universe, and staying on top of tech advancements and trends is critical to career success. With 86 percent of U.S. adults 18-29 owning a smartphone, most students, recent grads and longtime employees are seasoned in adopting new technologies. Preparing for the future of automation and digital security can help jobseekers adapt to the future of tech.

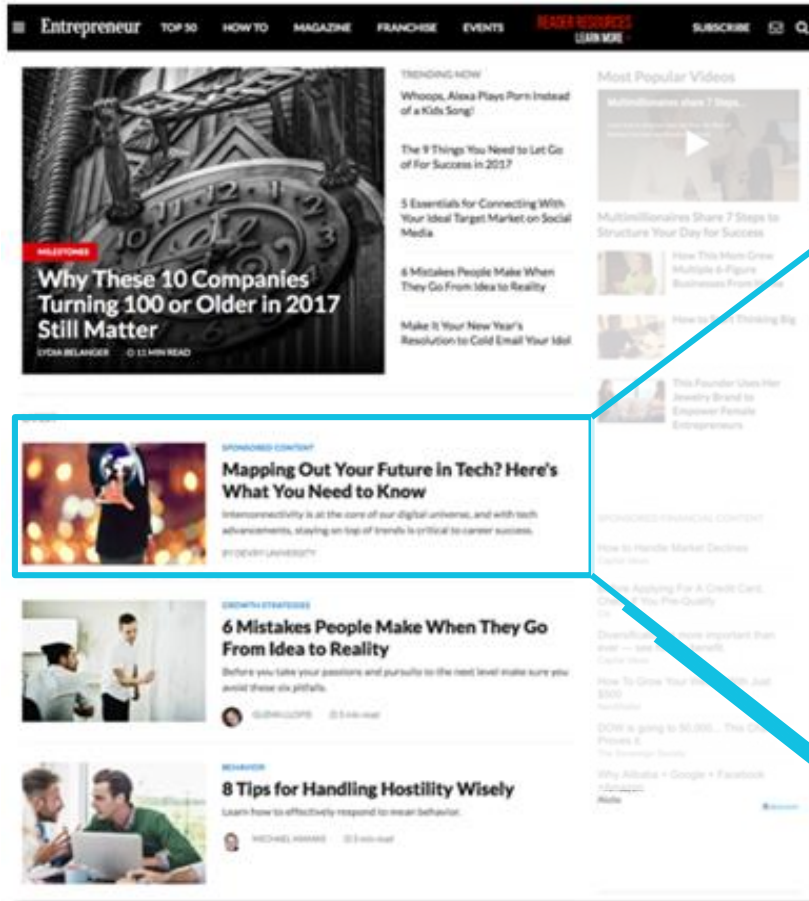
The IoT and the Next Five Years

The future of interconnectivity looks bright! The Internet of Things (IoT) is booming, expected to grow to 34 billion devices by the year 2020. GPS units are among the first examples of these devices with built-in computers that can sense things independent from human input, and that technology is rapidly evolving to include wearable fitness trackers and apps that unlock your door. Many wonder, “What’s next?”

All content lives on blog – [www.devry.edu/blog](http://www.devry.edu/blog)



# BRAND RELAUNCH – BRANDED CONTENT USER EXPERIENCE



With such advancements already used in business with real-time analytics reporting, advanced forecasting, inventory tracking, and marketing segmentation, **connecting is everything**, the capacity of not just business operations, but business success, and business growth, making processes efficient and more profitable. With further integration of virtual reality (VR), augmented reality (AR), and artificial intelligence (AI), smart devices are transforming your workflow, enabling access that makes work more productive, profitable, and collaborative.

How can you best use the Internet?

The efficiency and performance optimization that come from automation have guided businesses in manufacturing, retail, and security to adapt without that disruptive workflow process – and what else is it? Study by business leaders that by 2020, 60 percent of U.S. jobs will be lost to AI.

Despite the benefits of AI, management skills, creativity, and an entrepreneurial drive are critical to ensuring that the use of automation is successful.

How can you best use the Internet?

Most businesses are relying on cloud computing for access to shared resources like servers, applications, and virtual work environments. A **cloud-ready** business is one that is able to use cloud computing power with ease. These businesses are a better fit for cloud and mobile as a service (CaaS) cloud providers. This growing interest in cloud computing means that it's a reality and a necessity.

While a key part of the appeal is the ability to access cloud services from any location, other benefits include:

- Easy, scalable options
- Rapid recovery after data failure
- Responsive access to resources and services
- Greater security options and service options
- Reduced storage and maintenance
- Collaboration with employees in any location

With each dependent cloud computing, the ability to adapt to new technology is improved.

Businesses that are successful

The tech leaders are working with social media, automation, and cloud computing to the forefront. While some jobs will likely be lost to AI, there is no denying the fact that the connectivity and collaboration that building on these skills is not enough. Knowledge about both automation is critical for workplace organizations, communication, and innovation and can serve as a key to success in the digital age.

Brought to you by **Entrepreneur**, to meet, **Entrepreneur** is a technology that connects and connects. Today, we are joining technology in the use of new **business, tech and software** programs to help prepare our readers to solve tomorrow's problems.



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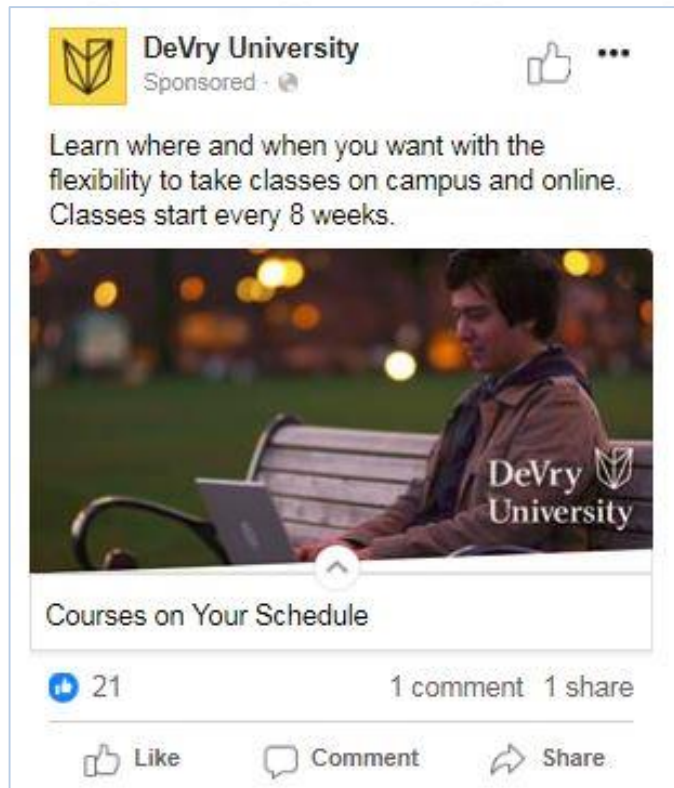
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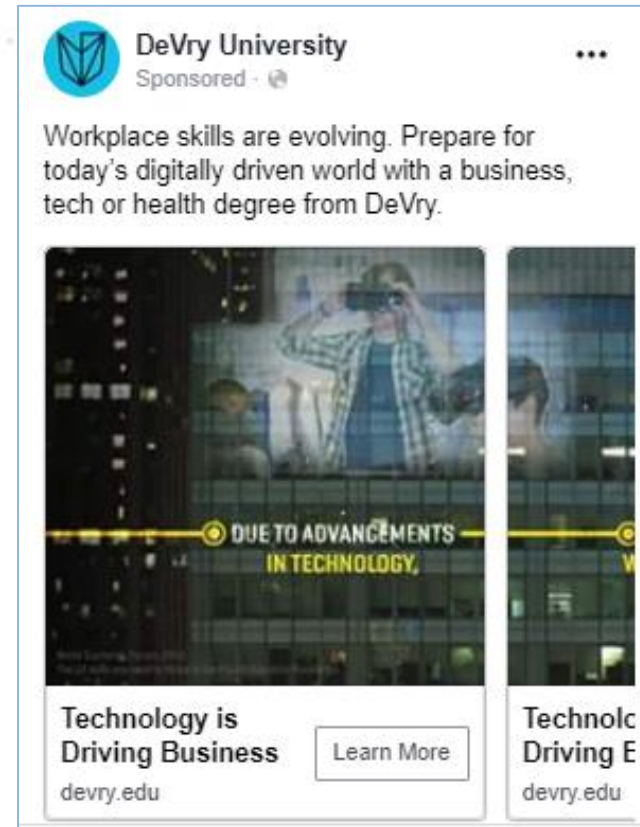
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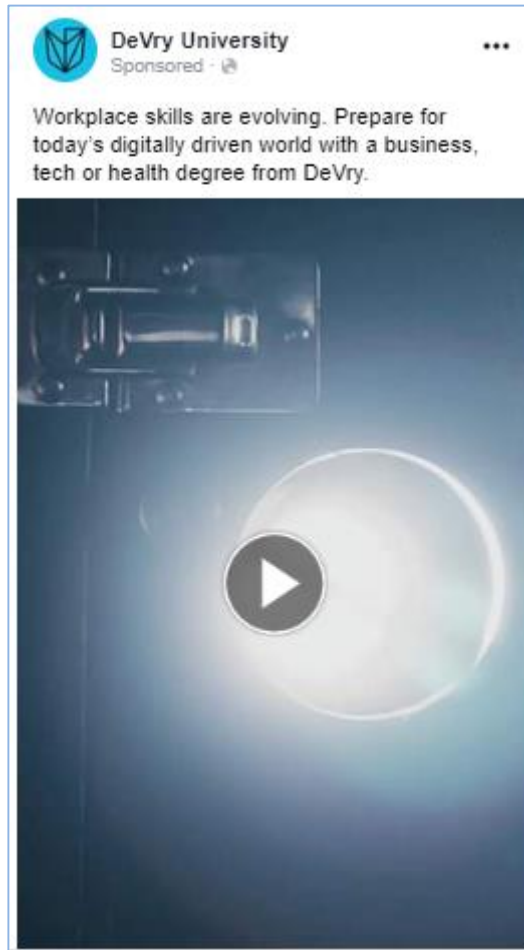
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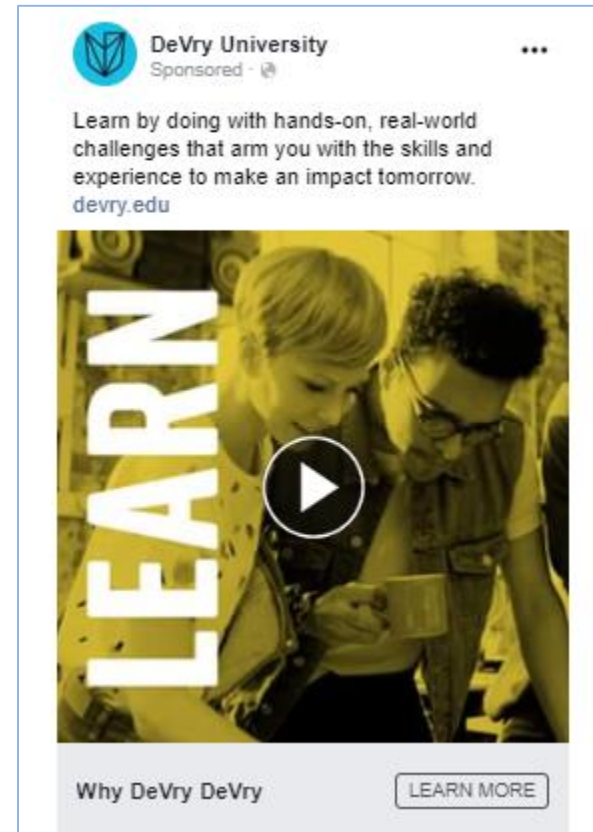
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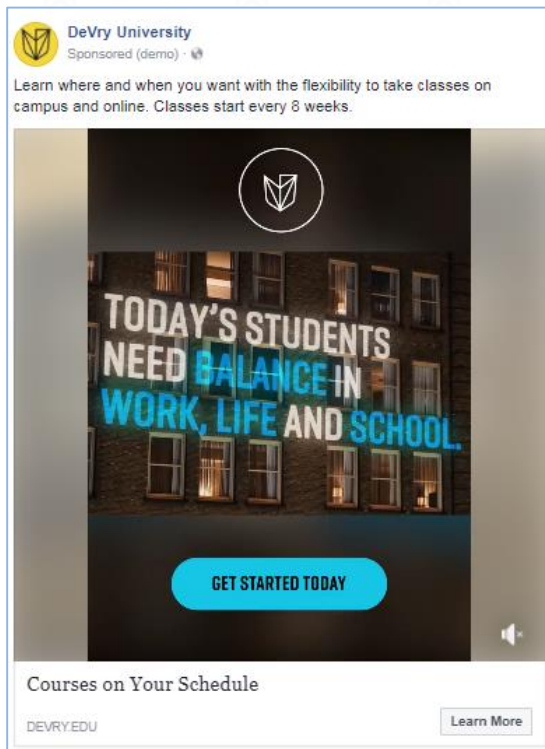
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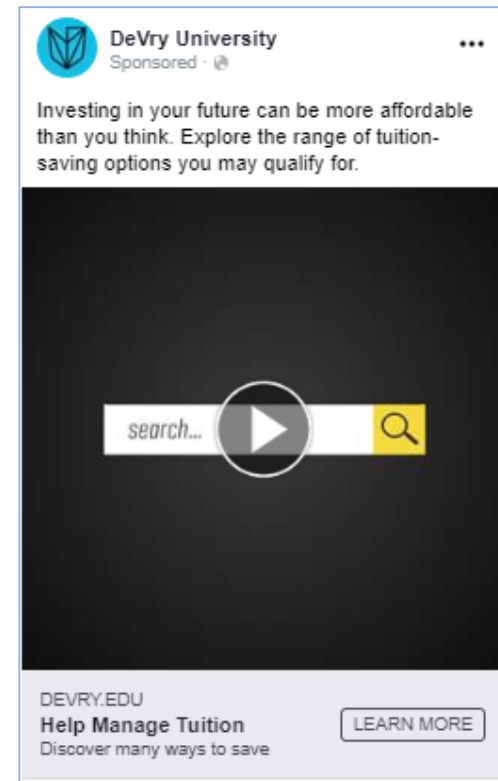




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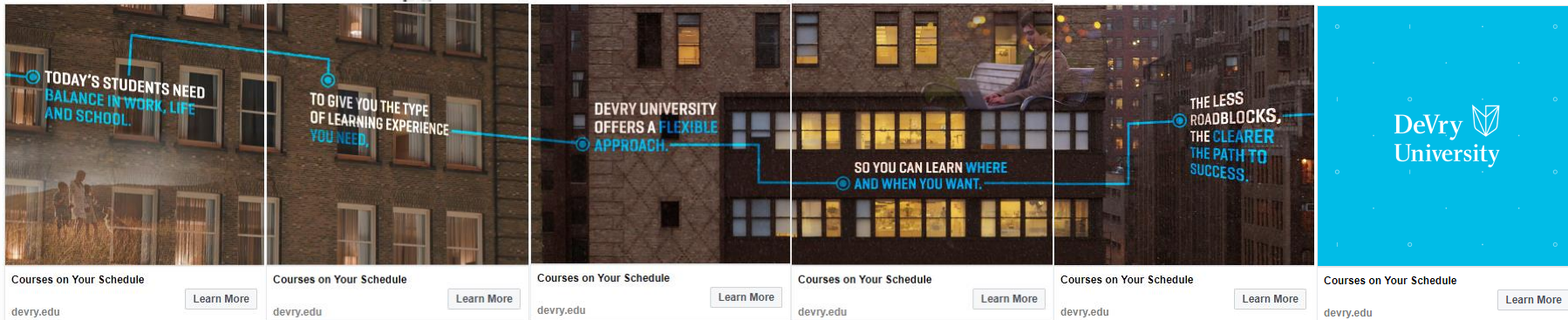
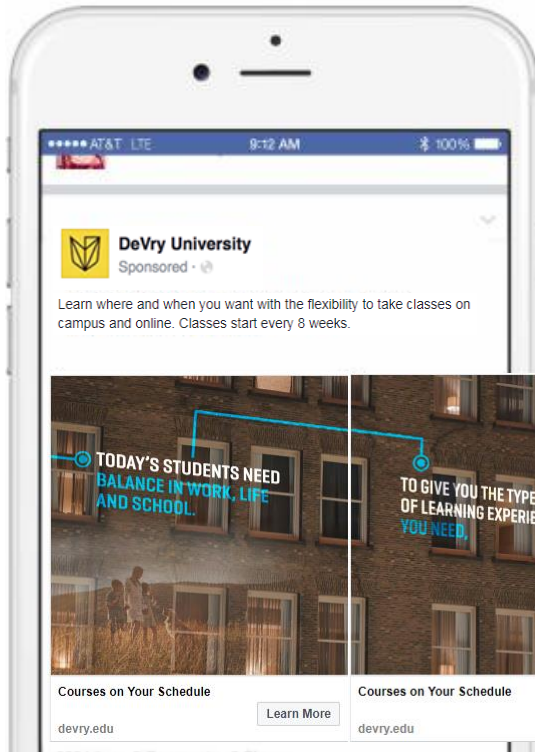
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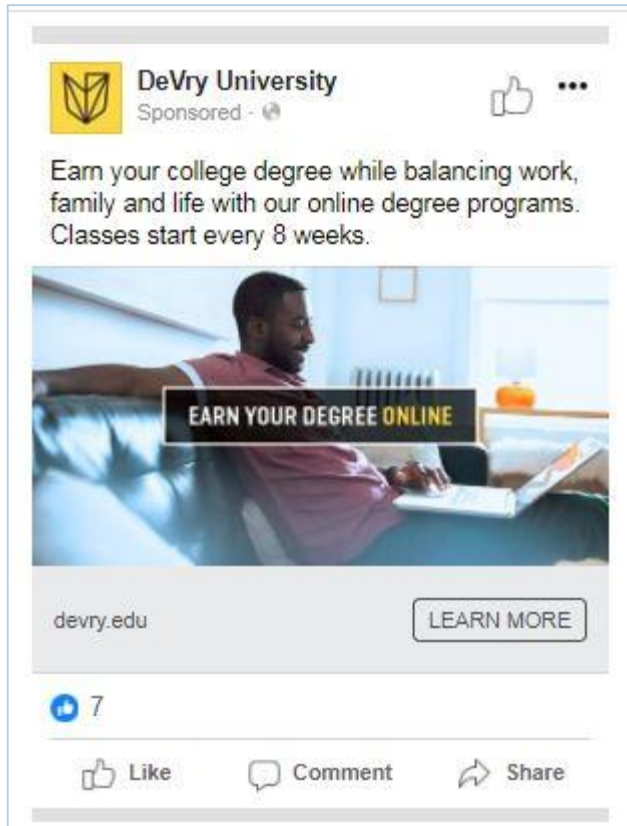
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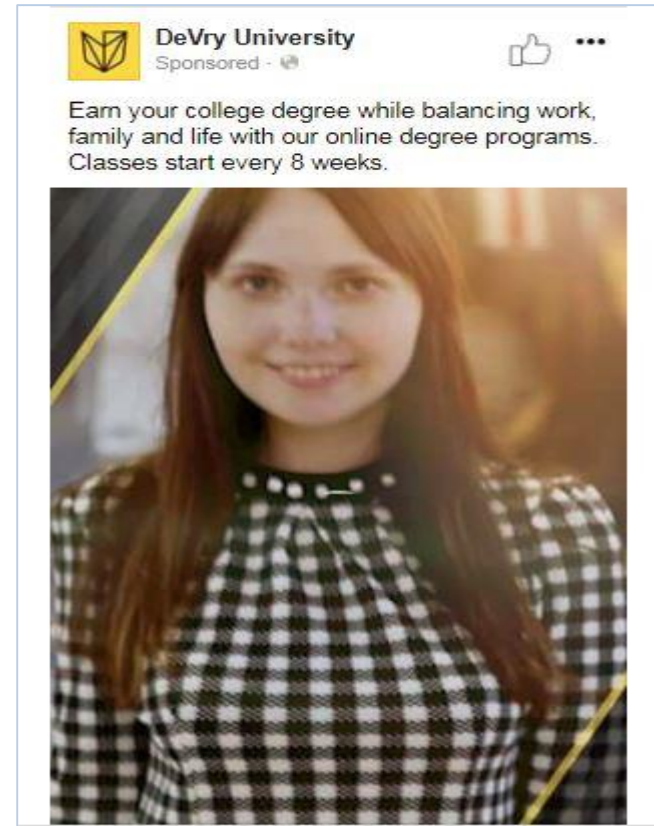
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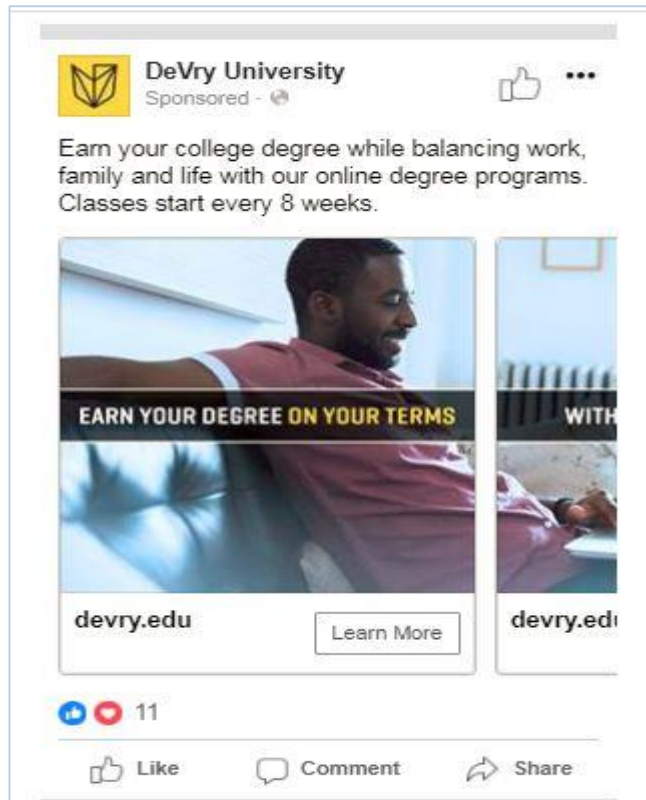


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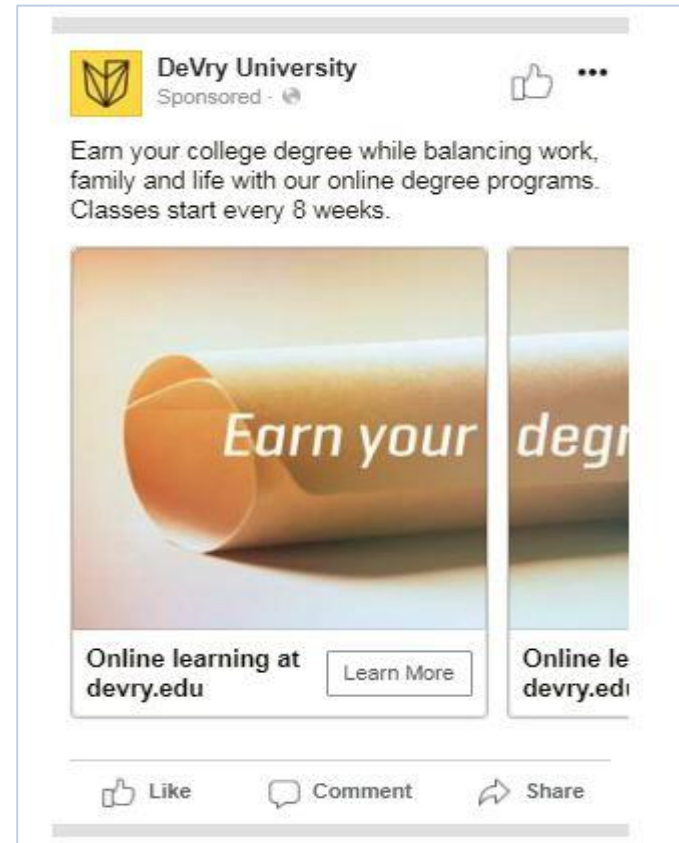


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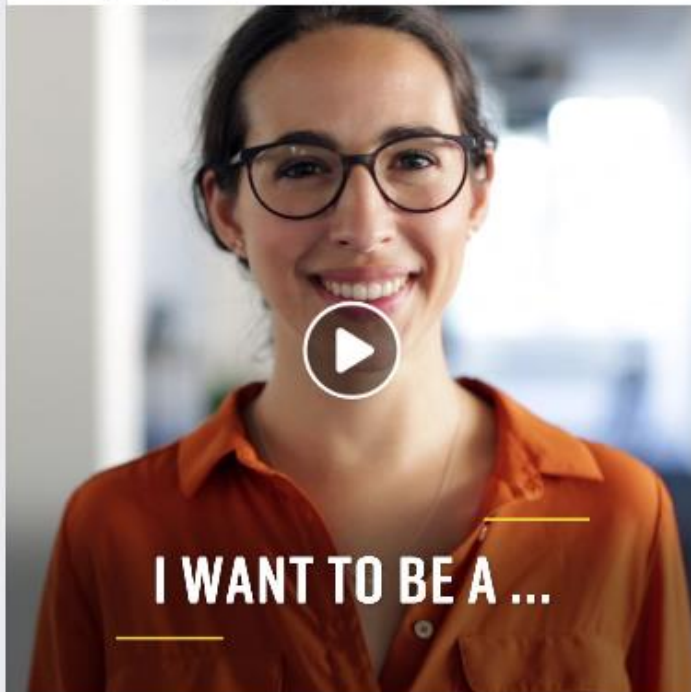
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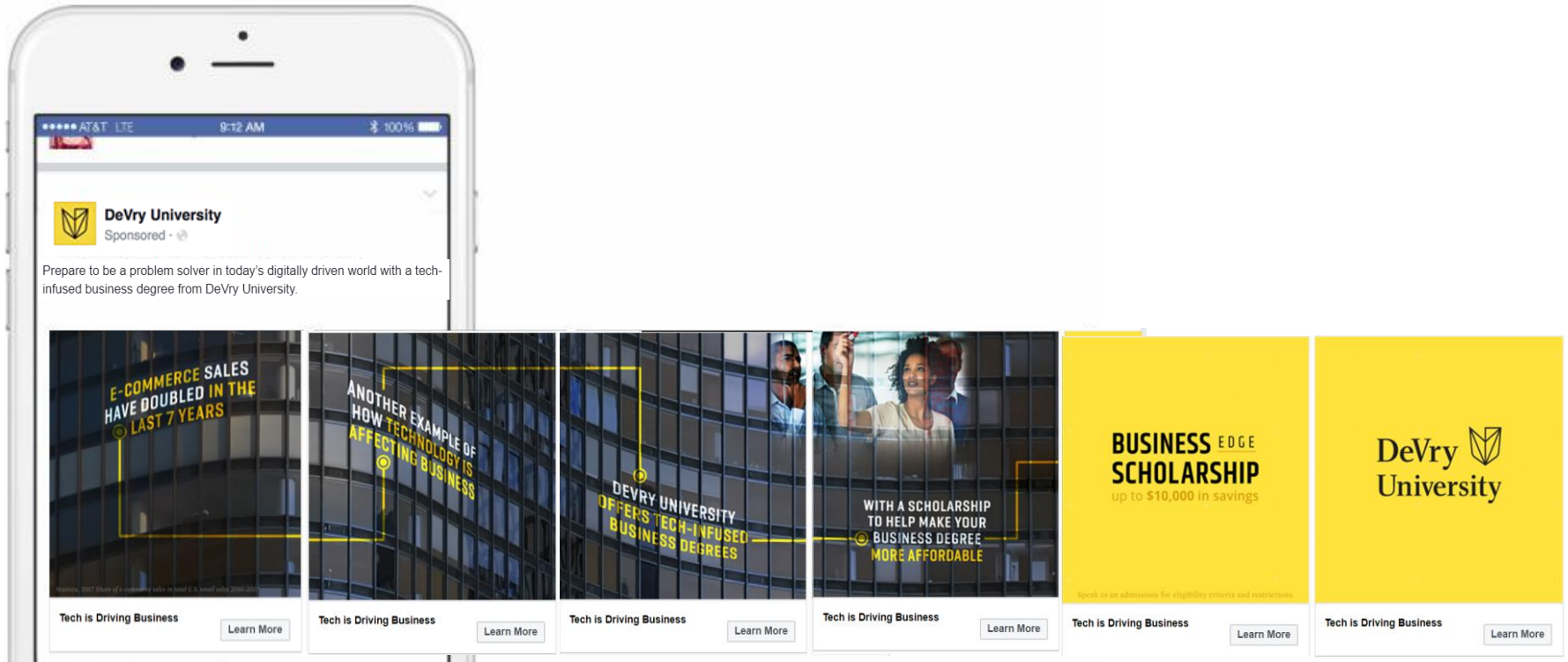
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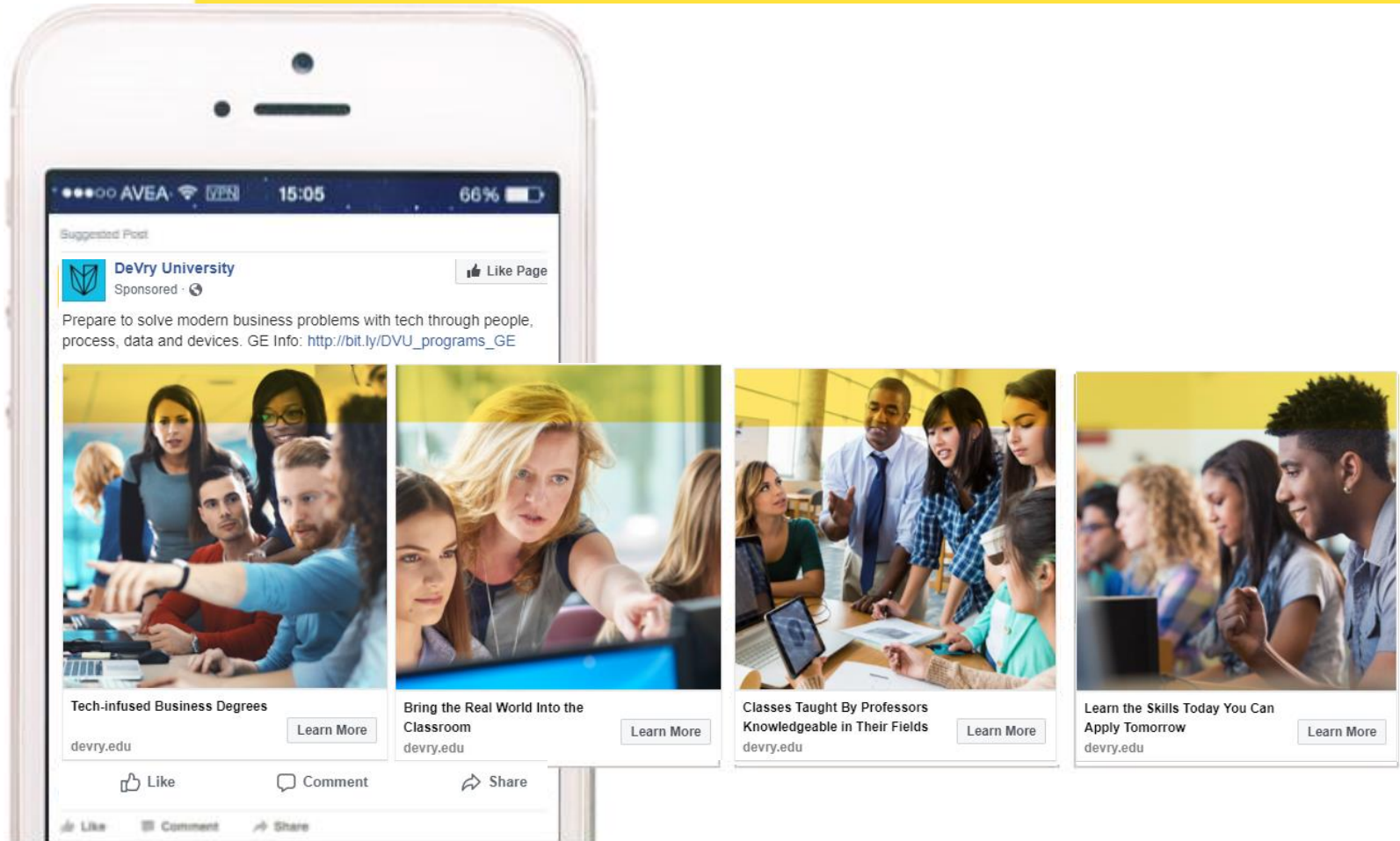
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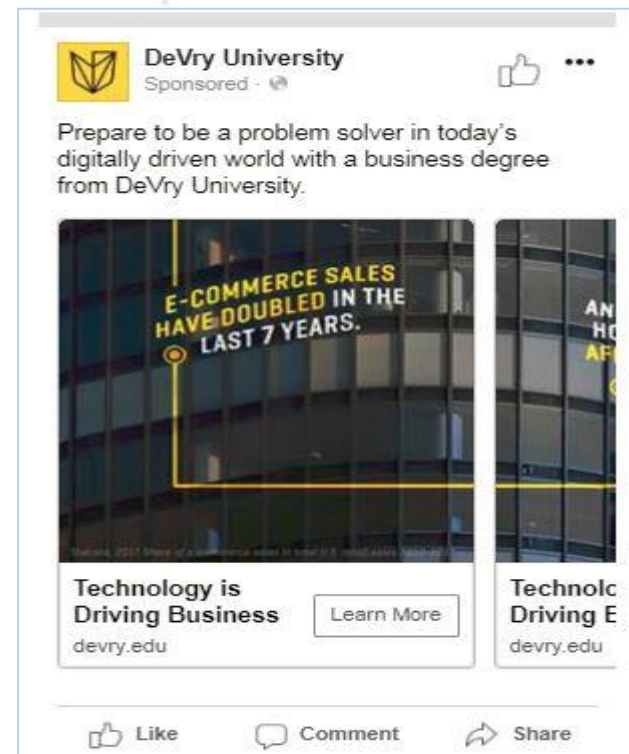
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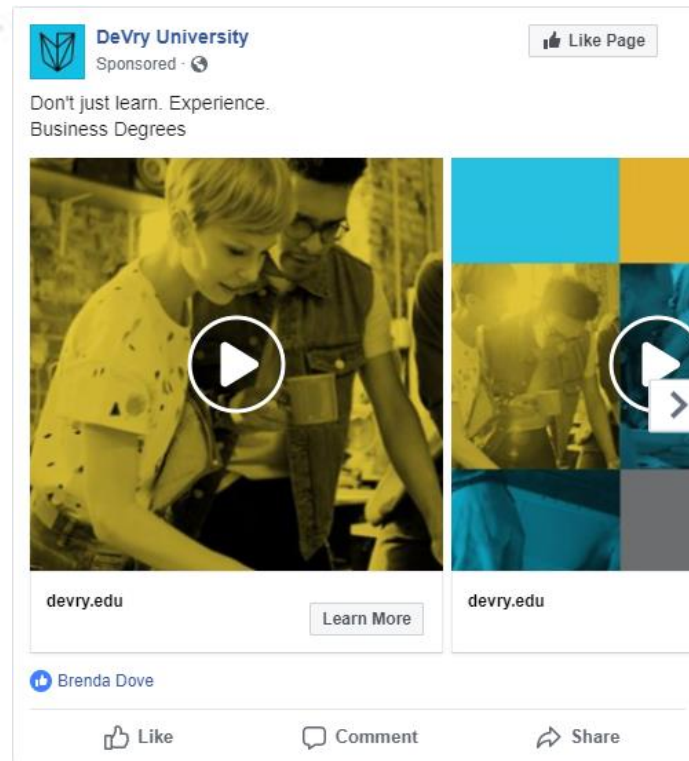
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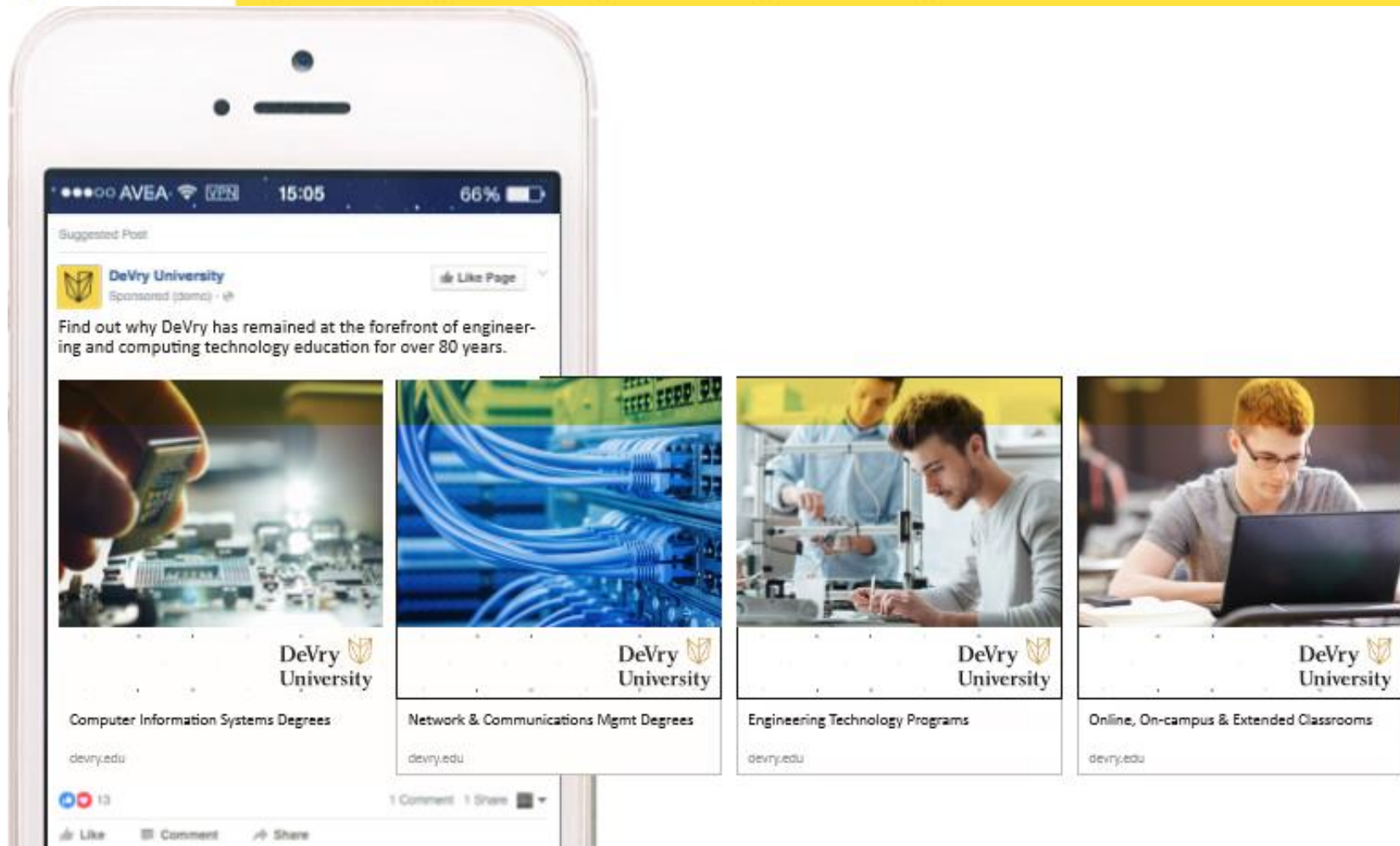
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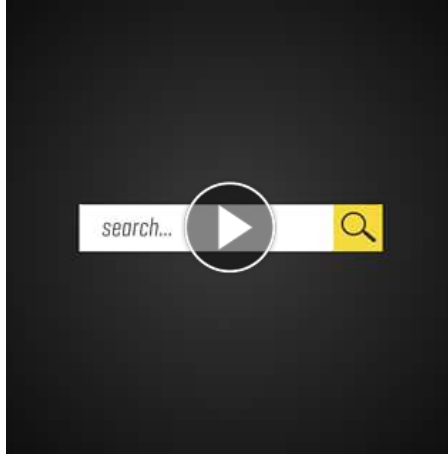
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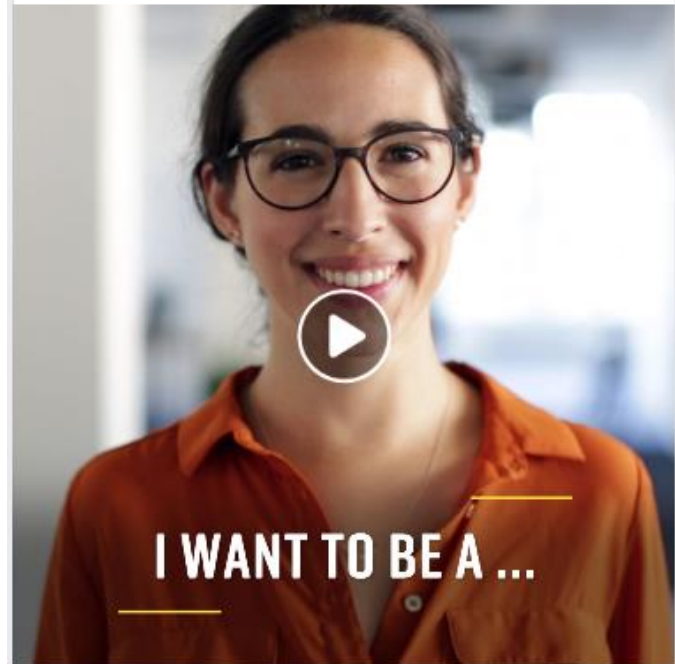
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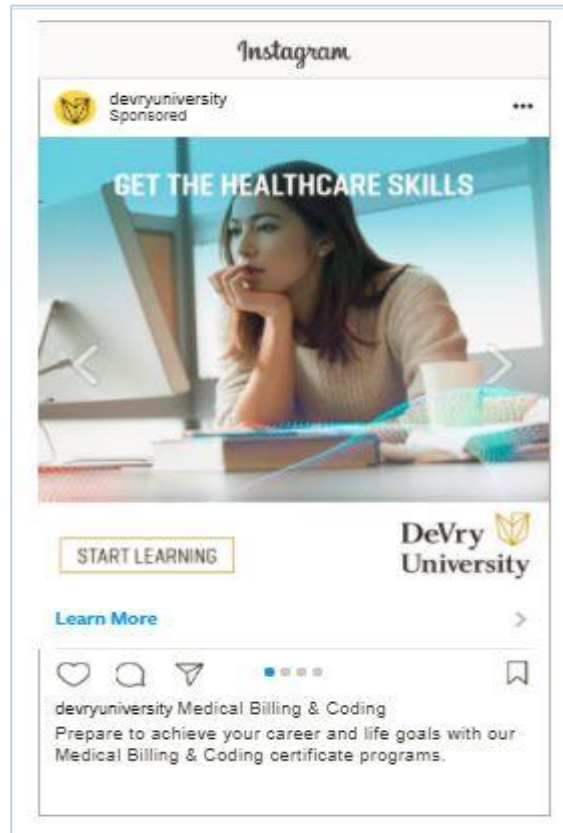

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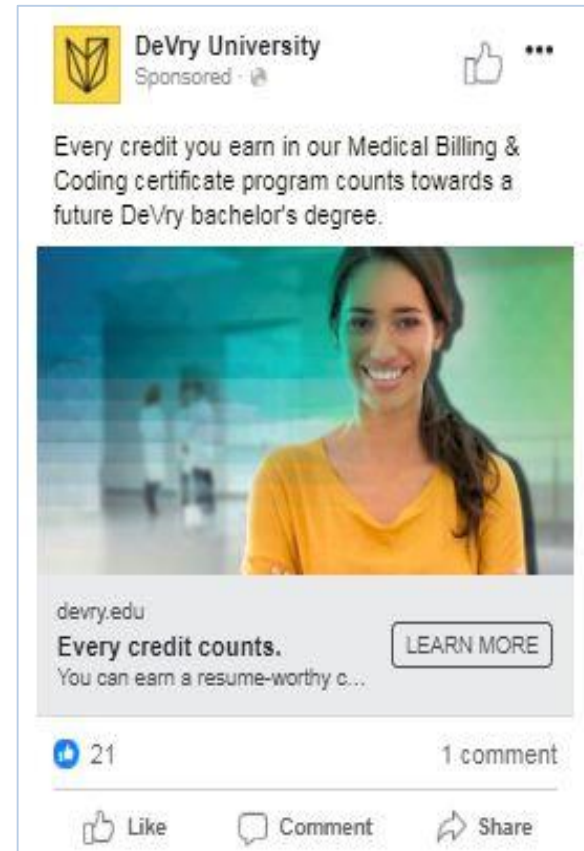
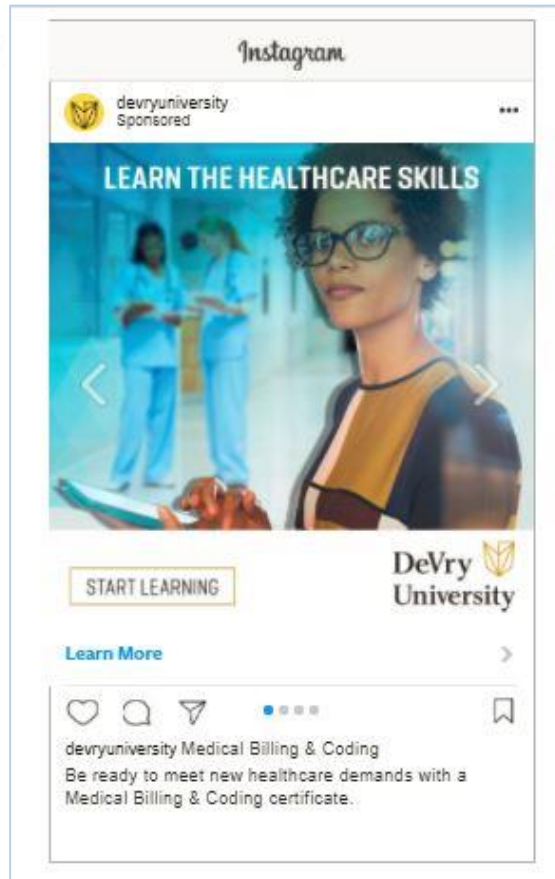
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Ad Name: CV~OnlineLearning\_CM~Health\_AT~FBVIEWS\_SZ~VID30



# health



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Learn about current healthcare policies, information systems and the role technology plays in them. GE info: <http://bit.ly/2ITC70v>



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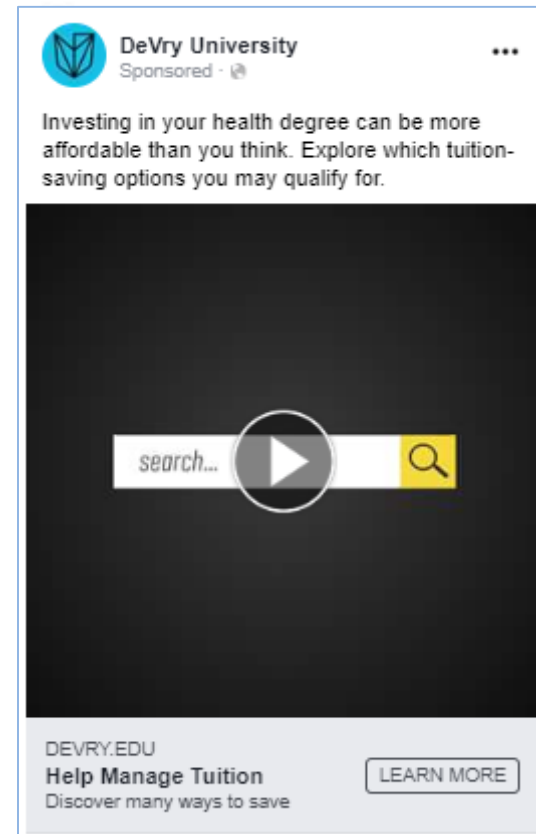
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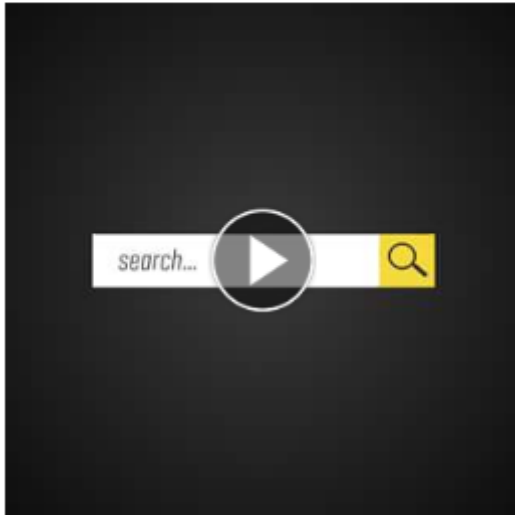
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# health



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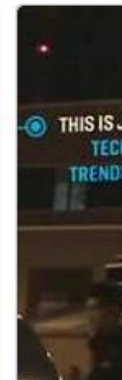
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### Tech's Impact on Healthcare

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# health



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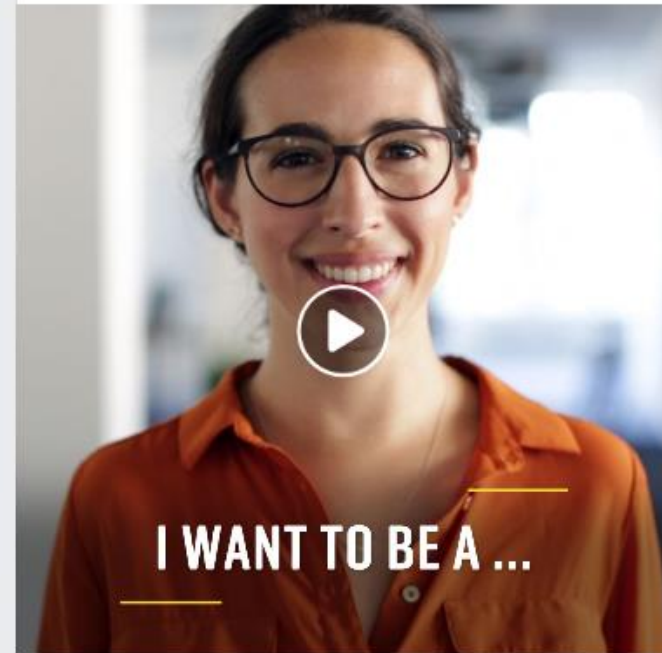
CV~MarketplaceDemandsTech\_CM~Health\_AT~FBVIEWS\_SZ~VID30



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Ad  
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# KELLER



Ad Name:

AG~ExperientialLearning\_AT~SPRE\_FF~REM\_CM~Graduate\_CZ~

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# KELLER

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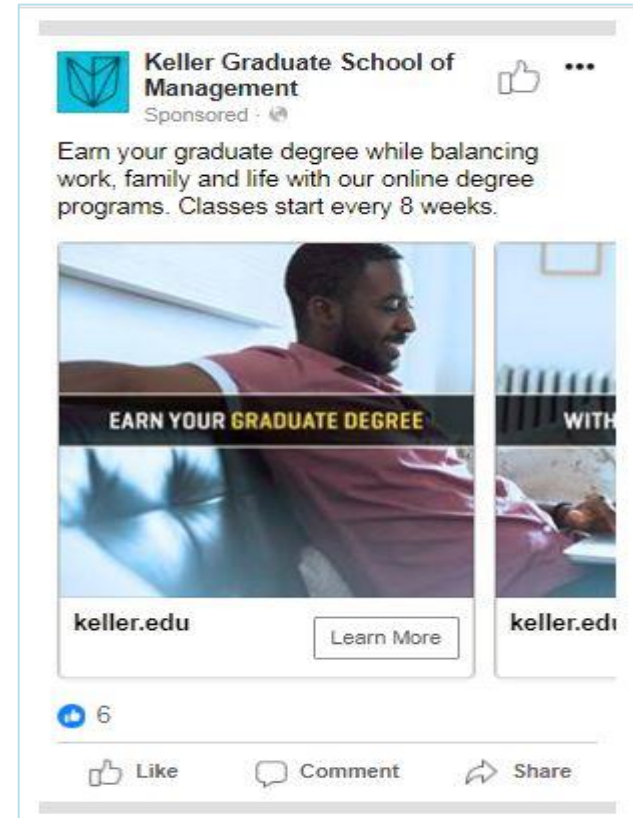
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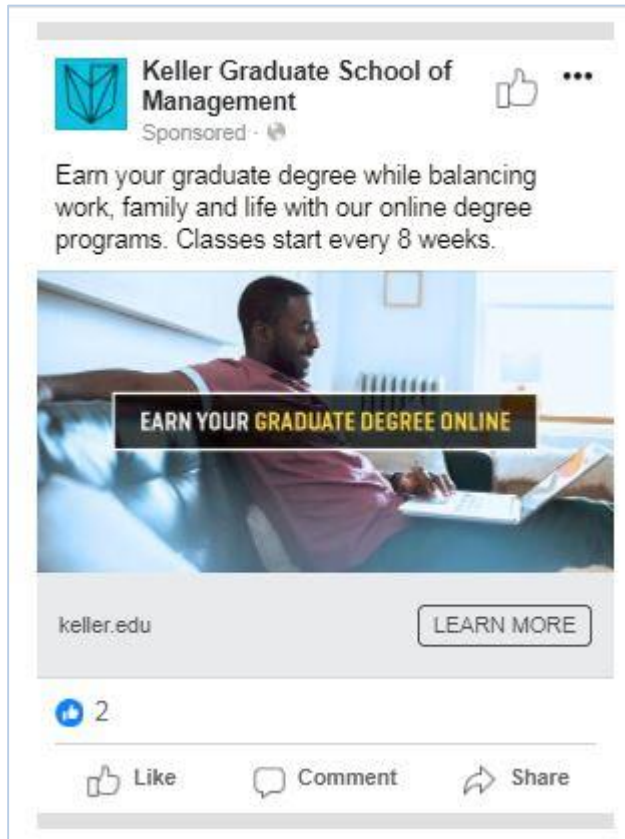
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15



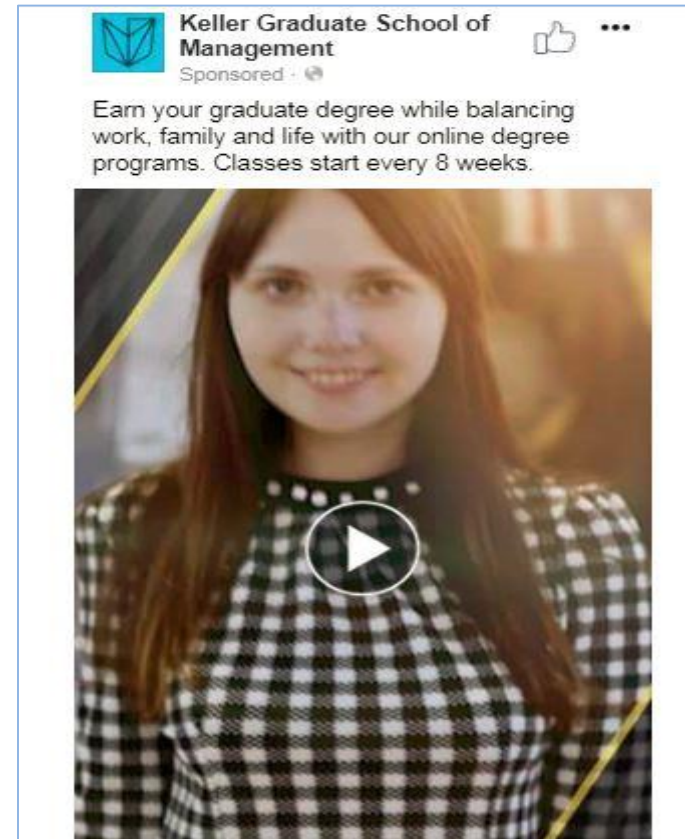
Ad Name:  
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Ad Name:  
CV~OnlineLearning\_CM~Grad\_AT~FBCLICKTOSITE\_SZ~1200x628



Ad Name:  
CV~OnlineLearning\_CM~Grad\_AT~FBVIEWS\_SZ~VID30



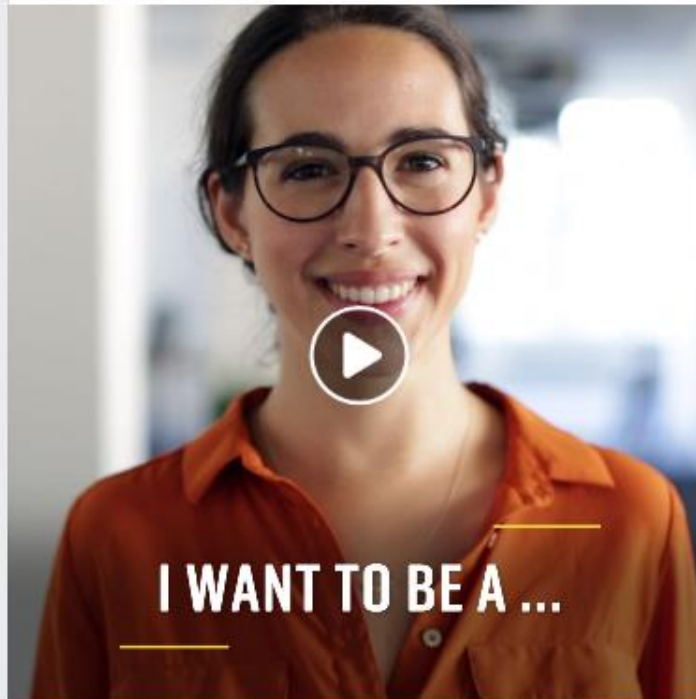
keller



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[anne.smith@example.com](mailto:anne.smith@example.com)

Phone number

5555555555





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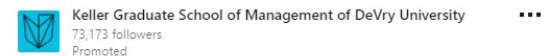
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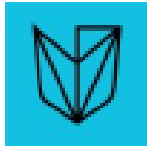


Discover a Tech-Infused Accounting MBA  
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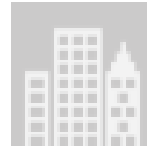
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Ads



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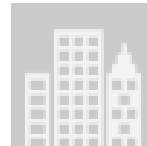


Ads

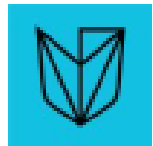


## Keller CPA Cert Prep

Taking the CPA exam? Earn your CPA Prep Graduate Certificate from Keller.

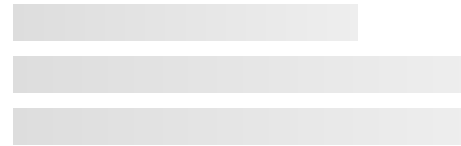
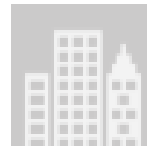


Ads



## Keller Tech-Infused MBA

Experience tech first-hand. Be prepared to solve modern business problems.

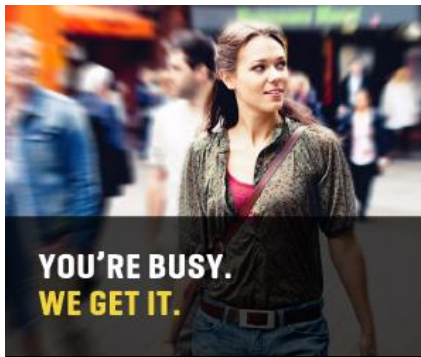





# DISPLAY

# Devry Display Ads

## Flexibility

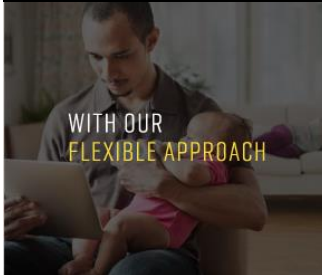


**YOU'RE BUSY.  
WE GET IT.**


 **DeVry University**

**EARN YOUR DEGREE  
ON YOUR TERMS.**  
LEARN ON CAMPUS AND ONLINE.


**LEARN MORE**



**YOU'RE BUSY.  
WE GET IT.**

 **EARN YOUR DEGREE  
ON YOUR TERMS**

**WITH OUR  
FLEXIBLE APPROACH**

 **DeVry University**

**LEARN ON CAMPUS  
AND ONLINE**

**GET STARTED TODAY**



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# Devry Display ads

## Tech-Inside- 2up

Brand




**OUR WORLD IS  
FUELED BY TECHNOLOGY**

 **DeVry University**


**EARN A DEGREE FOR TODAY'S  
DIGITALLY DRIVEN WORLD**  
BUSINESS | TECH | HEALTH

**GET STARTED TODAY**

Health




**THINK HEALTH PROFESSIONALS  
DON'T NEED TECH SKILLS?  
THINK AGAIN.**

 **DeVry University**


**HEALTH DEGREES  
FOR TODAY'S DIGITALLY  
DRIVEN WORLD**

**GET STARTED TODAY**

Business




**THINK BUSINESS PROS  
DON'T NEED TECH SKILLS?  
THINK AGAIN.**

 **DeVry University**


**BUSINESS DEGREES  
FOR TODAY'S DIGITALLY  
DRIVEN WORLD**

**GET STARTED TODAY**

Tech



**OUR WORLD IS  
FUELED BY TECHNOLOGY**

 **DeVry University**

**EARN A TECH DEGREE  
FOR TODAY'S DIGITALLY  
DRIVEN WORLD**

**GET STARTED TODAY**

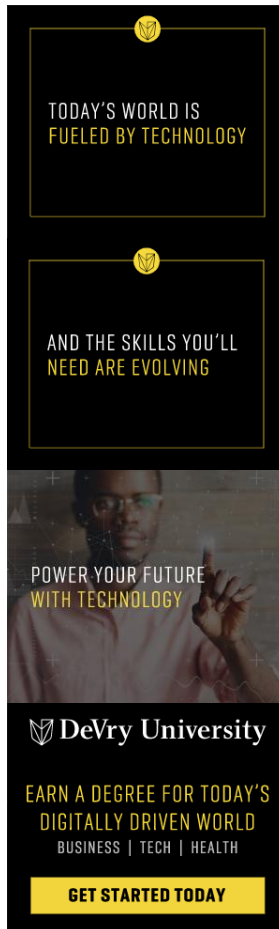


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## Tech-Inside- 4up


Brand



Today's world is  
fueled by technology

And the skills you'll  
need are evolving

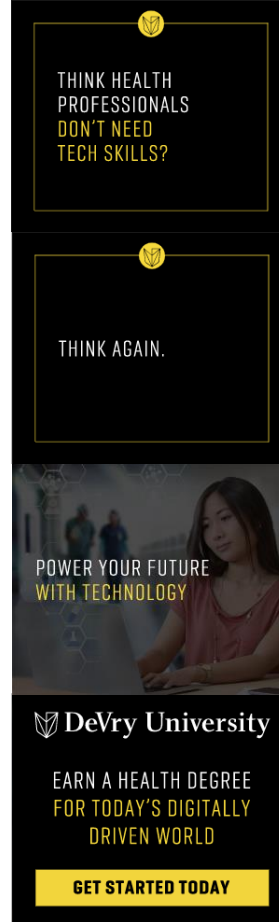
Power your future  
with technology

 DeVry University

EARN A DEGREE FOR TODAY'S  
DIGITALLY DRIVEN WORLD  
BUSINESS | TECH | HEALTH

GET STARTED TODAY

Health



Think health  
professionals  
don't need  
tech skills?

Think again.

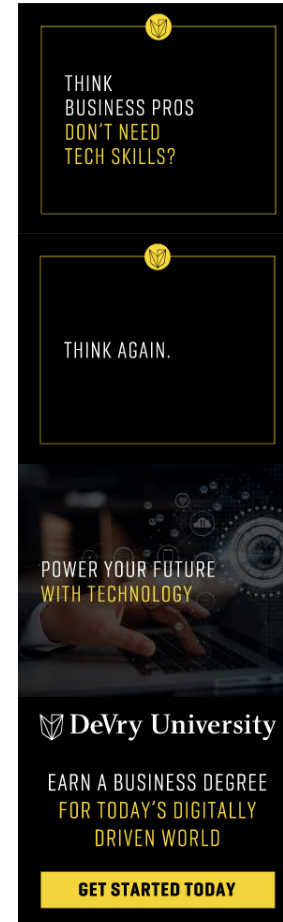
Power your future  
with technology

 DeVry University

EARN A HEALTH DEGREE  
FOR TODAY'S DIGITALLY  
DRIVEN WORLD

GET STARTED TODAY


Business



Think  
business pros  
don't need  
tech skills?

Think again.

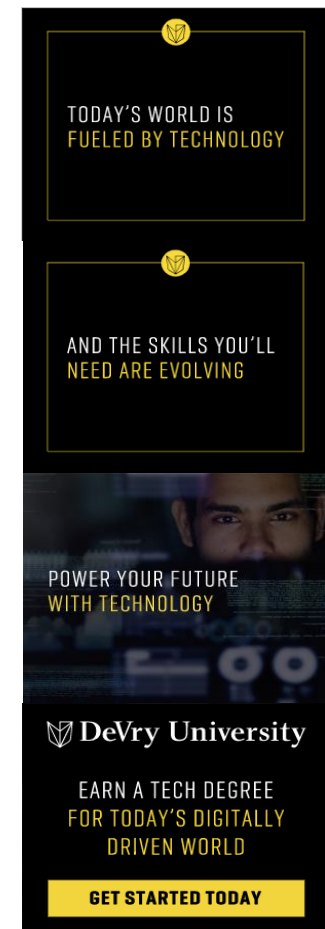
Power your future  
with technology

 DeVry University

EARN A BUSINESS DEGREE  
FOR TODAY'S DIGITALLY  
DRIVEN WORLD

GET STARTED TODAY


Tech



Today's world is  
fueled by technology

And the skills you'll  
need are evolving

Power your future  
with technology

 DeVry University

EARN A TECH DEGREE  
FOR TODAY'S DIGITALLY  
DRIVEN WORLD

GET STARTED TODAY



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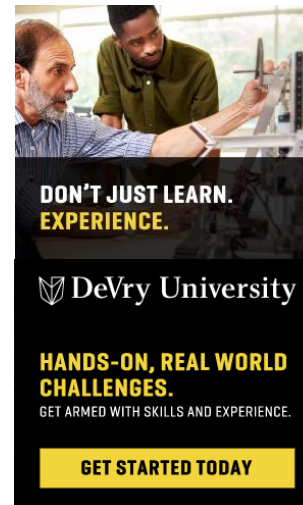
### Brand



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### Tech



# Devry Display ads

## Market Demands Tech- 2up

Brand



TECHNOLOGY IS  
EVERYWHERE.  
**ARE YOU READY?**

 DeVry University

**EARN A DEGREE  
FOR A WORLD FUELED  
BY TECHNOLOGY**

BUSINESS | TECH | HEALTH

**GET STARTED TODAY**

Health



TECHNOLOGY IS  
EVERYWHERE.  
**ARE YOU READY?**

 DeVry University

**EARN A HEALTH DEGREE  
FOR A WORLD FUELED  
BY TECHNOLOGY**

**GET STARTED TODAY**

Business



TECHNOLOGY IS  
EVERYWHERE.  
**ARE YOU READY?**

 DeVry University

**EARN A BUSINESS DEGREE  
FOR A WORLD FUELED  
BY TECHNOLOGY**

**GET STARTED TODAY**

Tech



TECHNOLOGY IS  
EVERYWHERE.  
**ARE YOU READY?**

 DeVry University

**EARN A TECH DEGREE  
FOR A WORLD FUELED  
BY TECHNOLOGY**

**GET STARTED TODAY**

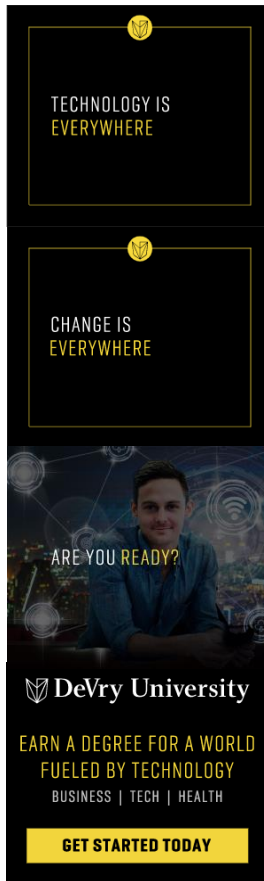


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# Devry Display ads

## Market Demands Tech- 4up

Brand



TECHNOLOGY IS  
EVERYWHERE

CHANGE IS  
EVERYWHERE

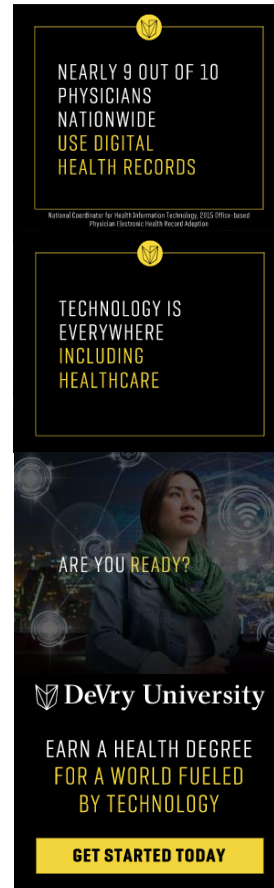
ARE YOU READY?

**DeVry University**

EARN A DEGREE FOR A WORLD  
FUELED BY TECHNOLOGY  
BUSINESS | TECH | HEALTH

GET STARTED TODAY

Health



NEARLY 9 OUT OF 10  
PHYSICIANS  
NATIONWIDE  
USE DIGITAL  
HEALTH RECORDS

National Coordinator for Health Information Technology, 2015 Office-based  
Physician Electronic Health Record Adoption

TECHNOLOGY IS  
EVERYWHERE  
INCLUDING  
HEALTHCARE

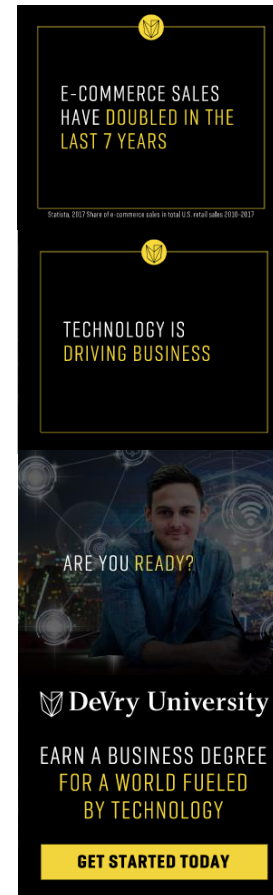
ARE YOU READY?

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EARN A HEALTH DEGREE  
FOR A WORLD FUELED  
BY TECHNOLOGY

GET STARTED TODAY

Business



E-COMMERCE SALES  
HAVE DOUBLED IN THE  
LAST 7 YEARS

Statista, 2017 Share of e-commerce sales in total U.S. retail sales 2010-2017

TECHNOLOGY IS  
DRIVING BUSINESS

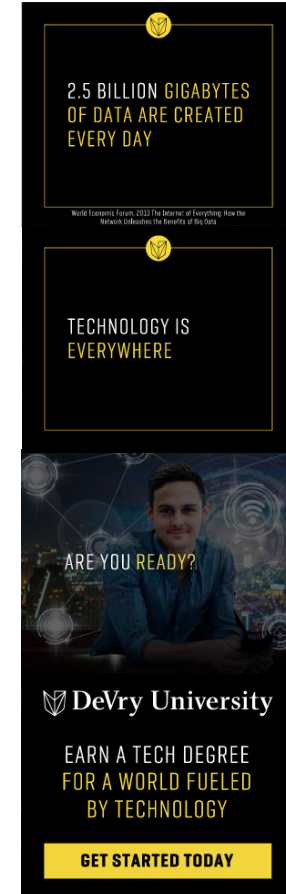
ARE YOU READY?

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EARN A BUSINESS DEGREE  
FOR A WORLD FUELED  
BY TECHNOLOGY

GET STARTED TODAY

Tech



2.5 BILLION GIGABYTES  
OF DATA ARE CREATED  
EVERY DAY

World Economic Forum, 2012 The Internet of Everything: How the  
Network Collects the Benefits of Big Data

TECHNOLOGY IS  
EVERYWHERE

ARE YOU READY?

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GET STARTED TODAY



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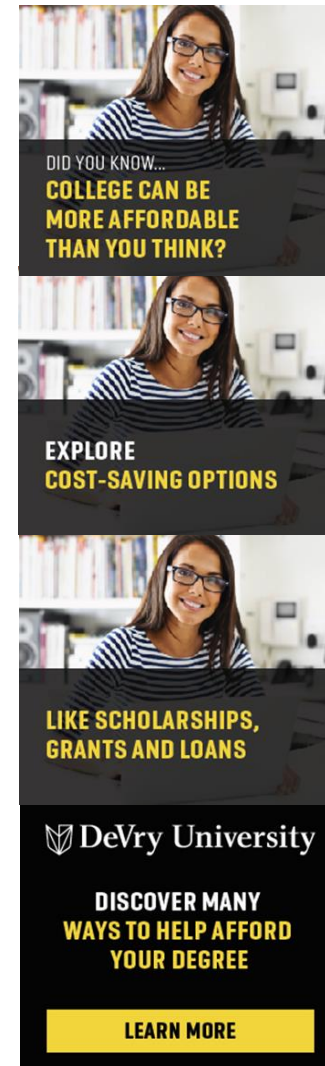


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## Stackable



## Affordability



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