



## Drexel University Online

### **Drexel Online Takes Home the Gold in the 23<sup>rd</sup> Annual Admissions Awards**

*Drexel Online wins gold and silver awards in four categories for its design of various collateral pieces.*

**Philadelphia, PA (PR Web)** - February 29, 2008 – The 23<sup>rd</sup> Annual Admissions Awards, the largest educational advertising awards competition in the country, recognized Drexel University Online, for its excellence in advertising design. Drexel Online won eight awards including, a gold award for the “Logo–Letterhead” and “Total Ad Campaign” categories. This is the first year that Drexel Online has entered the Admissions Awards.

Drexel Online also won a silver award in the “internet/website” category for its National Distance Learning Week website ([www.ndlw.org](http://www.ndlw.org)), a distance learning awareness campaign sponsored by the United States Distance Learning Association (USDLA) and chaired by Dr. Kenneth Hartman, academic director at Drexel Online. Drexel also won silver in the “Radio Ad/Single” category.

“These awards, like those we’ve received in the past, reflect our ongoing commitment to providing the very best in online learning, from start to finish,” said Dr. Hartman. “It’s always welcome news to receive an award for your efforts, especially one which comes from your peers.”

The 23<sup>rd</sup> Annual Admissions Advertising Awards, sponsored by Admissions Marketing Report, received submissions from more than 1,000 colleges, universities and secondary schools from all 50 states and several foreign countries.

Winners were announced on February 25, 2008, sixteen schools, including Drexel University, were recognized by the judges as a “Best of Show” winner. Drexel won in the “TV Ad–Single” category. Gold awards were granted to two hundred and the forty-five schools and silver awards were awarded to two hundred and sixteen schools.

Judges for the Admissions Advertising Awards consisted of a national panel of admissions’ marketers, advertising creative directors, marketing and advertising professionals and the editorial board of Admissions Marketing Report.

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### **About Drexel University Online**

[Drexel University Online](http://www.drexel.edu/online), winner of the 21st Century Best Practice Award for Distance Learning from the United States Distance Learning Association, is a wholly-owned subsidiary of Drexel University, specializing in innovative, Internet-based distance education programs for working professionals and corporations in the United States and

abroad. Drexel University is continually ranked one of the best national doctoral universities by *U.S. News & World Report* and enjoys regional accreditation by the Middle States Association of Colleges & Secondary Schools. A pioneer in online education, Drexel has offered programs online since 1996.

**About the Admissions Marketing Report**

Admissions Marketing Report is the nation's leading marketing publication for higher education. The monthly publication is in its twenty-third year and is read each month by thousands of admissions marketers at colleges and universities throughout the country.

**Media Contact:**

Shawnee Brown

215-895-0513

[Shawnee.brown@drexel.edu](mailto:Shawnee.brown@drexel.edu)