

Crain's College Classroom Edition Signup Guide

brought to you by



The *Crain's* College Classroom Edition is a partnership between *Crain's Detroit Business* and Wayne State University. It brings best-in-class business coverage from *Crain's Detroit Business*. This program helps students connect global influences with local realities and apply these to their courses of study, including:

- Health Care
- Business Development
- Non-Profit/Community
- Entrepreneurship
- Technology and Communication

Signup today!
 Enrolled students in good standing receive a one year online subscription to *Crain's Detroit Business*, compliments of Wayne State University!



What's in it for me?

Weekly Wrap-Up E-mail – You'll receive an e-mail every Friday featuring select articles from *Crain's Detroit Business*. Combined with tools such as textbooks and case studies, this content covers what is happening right now in the area your work and live, fostering new insights and provocative discussions with your professors and peers.

Crain's Detroit Business online subscription – As a participating student, you also get online-access to all of the content from the weekly print edition of *Crain's Detroit Business* which includes full access to the weekly print edition on Sunday night, before it hits newsstands on Monday.



Connect on www.crainsdetroit.com/classroom – You can read posts from your professors, comment on stories and dialogue with your peers by taking advantage of the User Persona that comes with registration.



How do I sign-up?

1. Visit <http://www.crainsdetroit.com/regwsu>
2. Complete the easy 3-step order and registration process

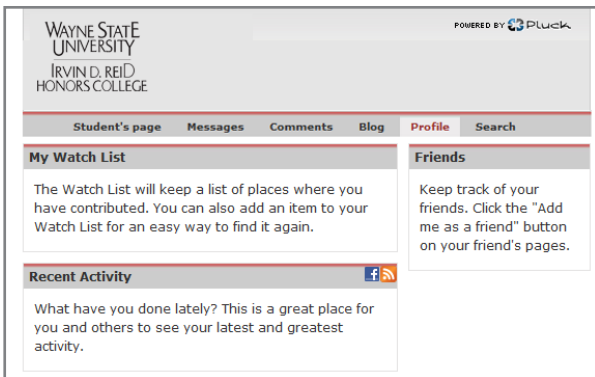
How do I connect?

Your registration comes with a User Persona that you may use to connect with others and comment on articles.

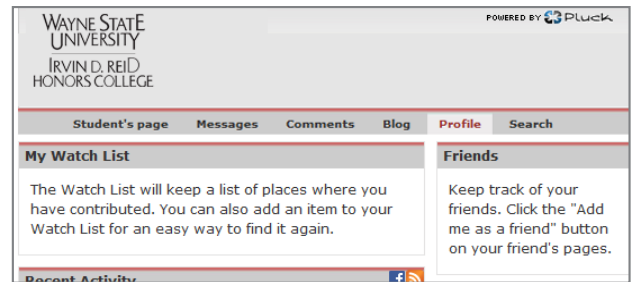
To access your persona, log-in at the www.crainsdetroit.com/classroom and select "Profile" found directly under the navigation menu.



You will be directed to a page that is pre-populated with the community name you specified during registration. This page will display recent activity by you and friends.

A screenshot of the Crain's Detroit Business website showing the subscription center. The header includes the logo "Crain's Detroit Business" and "Southeast Michigan's Premier Local Business News & Information Web site". Below the header is a "SUBSCRIPTION CENTER" section with three steps: "1 Name and Address", "2 Confirmation and Payment", and "3 View Receipt". The page shows the user is logged in as "CRAIN'S DETROIT BUSINESS WEB" and "UoM Dearborn Classroom Edition". There is a "Time-Saver" section for existing customers and a registration form for new users. The form includes fields for Name, Title, First, MI, Last, and Suffix, Company, Street Address, Suite/Floor/Apt/MS, City, State/Prov, and Zip/Postal Code.

To update your community profile, simply click on Edit Profile or the Profile tab to add information to your community profile. Click on Search to find other members in the community.



Other Frequently Asked Questions

Q. How much does the *Crain's College Classroom Edition* cost?

A. For students enrolled in a participating classroom, *Crain's College Classroom Edition* is being paid for by your school at no additional cost to you.

Q. Can I subscribe to *Crain's College Classroom Edition* if I am not enrolled in a participating classroom?

A. Not at this time.

Q. Where do I sign-up?

A. To subscribe, go to <http://www.crainsdetroit.com/regwsu>

Q. How do I get access to the content in the Classroom Edition?

A. Each Friday, you will receive a weekly wrap-up email summarizing all the latest articles in the Classroom Edition. Once you click on any of the articles in the e-mail, you will be taken to a special landing page where you can access the full article, as well as faculty posts once you log in. You may also access the landing page directly by going to www.crainsdetroit.com/classroom

Q. Who is available to answer customer service questions?

A. Questions may be answered by calling 1-888-909-9111 or sending an email to subs@crain.com

Q. How do I update my subscription profile, such as name, address, graduation term, etc.

A. Log-in at www.crainsdetroit.com/classroom. Once you are logged in, select "Account". Then select "Edit Account Info". Upon completing your changes, simply click "Submit".

More questions? Contact us at 1-888-909-9111 or customerservice@craindetroit.com