Sometimes they pick Chicago. Some
want it just as much if they like
pizza, but not have a high
income.

"We're competitive, but we're also
collaborators," said David
Hupman, vice president of
marketing and communications.

"It's important for the two schools to
work together to attract students.

The two billboards located near
University of Illinois-Chicago
and Loyola, two of the two
downtown universities in
Chicago, emphasize the
contrast between the two
institutions.

College student recruitment can be fierce.