

LOOKING TO REACH COLLEGE-BOUND METRO DETROIT JUNIORS AND SENIORS?

2011 MICHIGAN COLLEGE GUIDE

www.michigancollegeguide.com

The **ONLY** guide to *every* Michigan 4-year college, plus metro Detroit's community colleges!

ONLY MICHIGAN COLLEGE GUIDE HAS:

TARGETED AUDIENCE: 40,000 copies distributed by high school counselors to college-bound juniors and seniors in metro Detroit schools and at the Metro Detroit National College Fair Spring.

GREAT CREDENTIALS: Produced in cooperation with National Association for College Admission Counseling and Michigan Association for College Admission Counseling.

GREAT RATES: The 2011 Michigan College Guide has more extras, without more costs.

ADVERTORIAL OPTIONS:

Tell your school's story, in your own words.

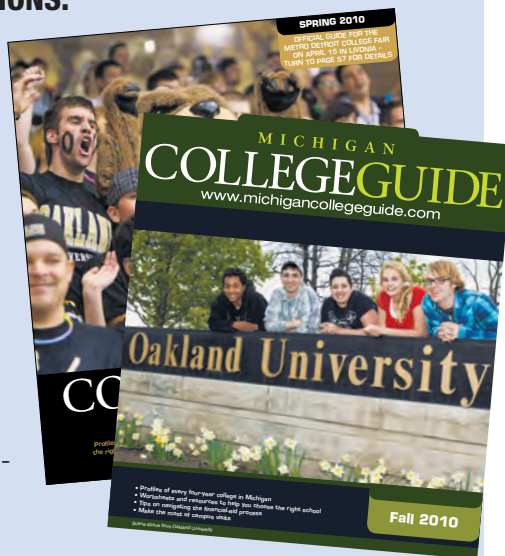
MULTI-PAGE & MULTI-ISSUE DISCOUNTS:

Stand out in the crowd, and get more for your marketing dollars.

HIGHLIGHTS:

Profiles of every Michigan 4-year college, plus many local community colleges in Oakland, Macomb and Wayne counties. Helpful worksheets and decision-making tools.

And we're online! Every page and every ad - online 24/7 at www.michigancollegeguide.com



SPRING ISSUE*

Publication: March 25, 2011
Space Reservation: Feb. 18, 2011
Materials Deadline: Feb. 25, 2011

* includes 2011 Metro Detroit College Fair Guide

FALL ISSUE*

Publication: Oct. 14, 2011
Space Reservation: Sept. 9, 2011
Materials Deadline: Sept. 16, 2011

RATES & DIMENSIONS

FULL PAGE: 9.667 x 11.25 \$2,300

PREMIUM POSITION: Pages 2, 3, center, inside front or back pages \$2,800

HALF PAGE: 9.667 x 5.5 (horizontal), 4.75 x 11.25 (vertical) \$1,325

QUARTER PAGE: 4.75 x 5.5 \$750

FRONT COVER: (advertiser-supplied photos): \$5,000

Available only with the purchase of a display ad.

STUDENT VOICES: \$1,720

These full-page advertorials are written by your school from a student's point of view. Available only with the purchase of a display ad. Please provide 1-2 color photos (300dpi) and up to 500 words and we will lay out your materials and send you a proof.

CAMPUS PROFILES: \$1,720

Full-page advertorial. Select from a prepared list of 10 questions to create the profile that best fits your institution. Available only with the purchase of a display ad. Please provide 1-2 color photos (300dpi) and up to 500 words and we will lay out your materials and send you a proof.

AUDIO/VIDEO:

Add an audio/video clip (up to 30 seconds) to your ad in the e-edition: \$250

MULTI-PAGE OR MULTI-ISSUE DISCOUNT: 10%

For more information, call your account executive

or Matt Fasang at 313.222.2456. E-mail: mfasang@dnp.com

STUDENTS IN SOUTHEAST MICHIGAN USE

M I C H I G A N

COLLEGE GUIDE

www.michigancollegeguide.com

But don't just take our word for it....

I'm a high school counselor who would love to pass out one copy of the Michigan College Guide to each of our juniors looking into colleges. Would you be able to send us 180 copies of the guide? Thank you.

Jim Fogle

U of D Jesuit High School, Detroit

I would like to request 30 more of The Michigan College Guide. In December we hold our Junior Parent night. 140 parents and the counselors meet to review everything in your paper. It is a great way to start the process. Thanks.

Daniel Webster

Assistant Principal for Student Services

Gabriel Richard High School, Riverview

I am the CDF for Utica High School and... I will be doing College Presentations in the Junior English classes in January and I will have need of approx. 400 (Michigan College Guides).

Patrice Wynn

Utica High School, Utica

I'm a school counselor at Warren Mott High School. I'd like to know how to go about ordering print copies of the Michigan College Guide. Thank you.

Camerone Robinson

Warren Mott High School, Warren

Would you please send me 150 Michigan College Guides for my upcoming senior class? Thanks.

Carmela Langley

Summit Academy High School, Romulus

Our high school received 50 copies of the latest Michigan College Guide and I would like to know if I could get 150 more perhaps? They are a wonderful resource and I would like all of my Juniors



M I C H I G A N COLLEGE GUIDE



Scenes from Oakland University

Profiles of every four-year college in Michigan

Worksheets and timelines to help you choose the right school

Tips on navigating the financial-aid process

to have one if possible. Thanks so much!

Lauren Bedich

Career Development Facilitator
South Lyon East High School

We appreciate and use the "Michigan College Guide" often. I actually could use another 25 copies in order to have enough to use in a class. Thanks so much!

Career Center Paraeducator

Clarenceville High School, Livonia

Could we please have 200 of the Spring 2009 College Guides. We would like to distribute them to our Juniors. Thank you.

Justine Sciriha

Notre Dame Preparatory High School, Pontiac

We were hoping to order 400 more of your The Michigan College Guide. Our junior meetings begin next week, so if this is possible we would be very grateful if you could put a rush on this.

Mary DePotter

Student Service Center
Novi High School

I am a high school counselor. Can I order 200 paper copies of this year's Michigan College Guide?

Robert Crawford

John Glenn High School, Westland

We recently received the Spring edition of The Michigan College Guide. Will we be receiving a Fall edition, as well? We do use these and we give them to our juniors during our classroom presentations. We just wanted to make sure we would receive more in the fall before we give these out now. Thank you.

Marilyn Friebe

Counselor
Stevenson High School, Livonia

STUDENT VOICES: OAKLAND UNIVERSITY

Mark LeMerise, Age: 19
Hometown: *Utica*
Major: *Computer science*
Minor: *Japanese language
and literature*

An unexpected favorite

I'm not going to sugarcoat it. Oakland University was not originally in my list of college choices. It wasn't because of academics or athletics or any other rational reason. It was because I simply hadn't heard of OU. Metaphorically, it's like being served the wrong entrée at a restaurant but instead of sending it back, you try it anyway because it looks intriguingly delicious and, presto, you have a new favorite dish! OU became my new favorite.

Imagine your experience

One of the best ways to see if a college is right for you is to imagine yourself there. Picture yourself in class, studying under a tree, and hanging out with friends. Believe me; the dream is not so otherworldly. Each day, I live out every detail of the first mental image I ever had of myself at OU – yet I am never bound by the limits of my imagination. From seeing [former] Detroit Piston Ben Wallace at the Rec Center to playing intramural soccer to discussing quantum physics with my professors, OU has given me unique experiences I will carry with me the rest of my life. It took me a long time to realize a simple fact: You are solely in charge of your college experience.

Not like high school

Going from high school to college was a huge adjustment – one that I wasn't quite prepared for. Sitting through and fully comprehending a two-hour lecture is a skill I have yet to completely master. However, Oakland University professors make the classroom an interactive environment, where both student and professor contribute. This characteristic has transformed numerous OU classes into enhanced learning atmospheres.

Hidden resources

The best move I made at Oakland University was to become an Admissions Ambassador and Orientation Group Leader. Aside from endowing me with priceless leadership and communication skills, these positions helped me learn so much about the university that I attend. From networking with literally hundreds of students and faculty, I discovered scores of hidden resources at OU that I hadn't the faintest idea about, like the Student Technology Center or Writing Center.

Getting involved

Reaping all these benefits only took one step on my part: involvement. For a while, I was limited by what I thought I couldn't do. However, after joining The Honors College Student Association and International Allies, which allows me to share American experiences with international students, I began to realize my possibilities are truly endless. Drawing upon metaphors once more, with a pen and blank sheet, you are the author of some of the most important years of your life. Although taking the first step can be hard, it only takes that first step to spring into a world of opportunity.



MARK'S COLLEGE TIPS

- **Do your research.** Check out all the universities in your area and beyond. Don't limit yourself to big-name schools only.
- **Explore your environment.** Once you're on campus, check out all there is to see and do. Attend a lecture, sporting event, rally and book discussion.
- **Take charge.** Join student organizations to help yourself and others. You'll find that you learn more by teaching others.



2200 N. Squirrel Rd.
Rochester, MI 48309-4401
Ph: **800.OAK.UNIV**
E-mail: ouinfo@oakland.edu
Web site: www.oakland.edu