

COLLEGE GUIDES MADE EASY

Get 5 print products, plus 3 online sites, in one **SMART MEDIA BUY**.

COLLEGE FINDER & CONTINUING EDUCATION GUIDE

(2 editions!)

Audience: People considering post-high school education/training.

Distribution: Delivered with the **full run** of the *Sunday Free Press*, reaching more than 1.1 million readers.*

Fall edition: Aug. 24, 2008

Space Reservation: July 30, 2008

Materials Deadline: Aug. 1, 2008

Spring edition: Feb. 22, 2009

Space Reservation: Jan. 28, 2009

Materials Deadline: Jan. 30, 2009

Highlights: Useful advice on how to choose and apply for college and other post-high school education, timeline for keeping your college plan on track, money-saving tips.

MICHIGAN COLLEGE GUIDE

(2 editions!)

Audience: College-bound students and their counselors

Distribution: High school juniors, seniors and guidance counselors receive it **at every high school** in Oakland, Wayne and Macomb counties. More than 35,000 copies delivered directly to schools.

Fall edition: Oct. 17, 2008

Space Reservation: Sept. 19, 2008

Materials Deadline: Sept. 22, 2008

Spring edition: March 27, 2009

Space Reservation: Feb. 27, 2009

Materials Deadline: March 2, 2009

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

NATIONAL COLLEGE FAIR PROGRAM GUIDE

Audience: College-ready students and their parents

Distribution: To more than 2,000 attendees at the Metro Detroit National College Fair, sponsored by the National and Michigan Associations for College Admission Counseling.

Fair date: April 15, 2009

Space Reservation: April 1, 2009

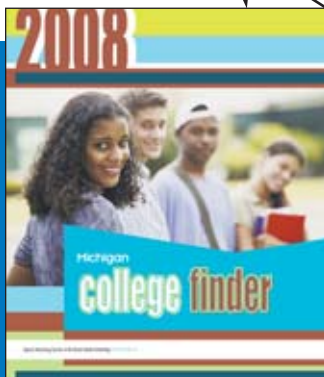
Materials Deadline: April 3, 2009

Highlights: Workshop schedule, exhibit guide, advice for making the final decision.

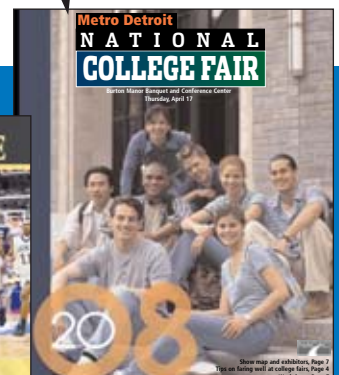
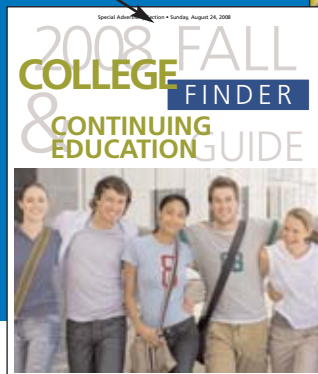
IN HOMES

AT HIGH SCHOOLS

AT THE COLLEGE FAIR



*2008 Scarborough Report - February 2007 - January 2008



ONLINE

Audience: Students, parents, advisers doing online college research.

Ads on 3 sites: Banner and sponsor ads appear run-of-site on three popular Web sites: MichiganCollegeGuide.com (the exclusive *Michigan College Guide* site), freep.com (*Detroit Free Press*), detnews.com (*The Detroit News*)

Highlights: Searchable database of schools, features and costs. Maps, timelines, worksheets and many other helpful and interactive decision-making tools.



Make just 1 smart buy and reach college-ready audiences ALL YEAR LONG

FULL-YEAR PLANS

Choose the package that's right for you

One ad fits all 5 print publications

Master's package

\$40,000



BEST VALUE



- **Full-page ads** in all five print publications
- Free page of advertorial in both editions of College Finder & Continuing Education Guide
- 1 million online banner ads to run when you want them to run
- Sponsor logo on MichiganCollegeGuide.com

Bachelor's package

\$26,500



- **Half-page ads** in all five print publications
- Free half-page advertorial in both editions of College Finder & Continuing Education Guide
- 750,000 online banner ads to run when college-ready students are searching online: April/May*

Associate's package

\$15,000



- **Quarter-page ads** in all five print publications
- Free quarter-page advertorial in both editions of College Finder & Continuing Education Guide
- 500,000 banner ads to run when college-ready students are searching online: April/May*

*Online ads appear on MichiganCollegeGuide.com, freep.com and detnews.com. (Various sizes. Run of site.)

TABLOID AD SIZES

Full page: 9.667 x 11.25

Quarter page: 4.75 x 5.5

Half-page horizontal: 9.667 x 5.5

Eighth page: 4.75 x 2.75

Half-page vertical: 4.75 x 11.25

YES! I want to advertise my school to college-bound Michigan students! Reserve my space today!

Mark your ad choices and fax to 313.222.1492 or mail to Signature Media, 615 W. Lafayette Blvd., Detroit, MI 48226

Today's date _____ Name _____ Title _____

College _____ Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ E-mail _____

Your account executive is _____ Phone: _____

A LA CARTE

Customized solutions & special features

College Finder & Continuing Education Guide

Spring Fall

Each ad comes with equivalent advertorial space.

Full page: \$14,700

Half page: \$8,000

Quarter page: \$4,000

Eighth Page: \$2,000

Premium position: Additional \$500 for 2, 3, center, inside front or back pages

Michigan College Guide

Spring Fall

Full page: \$2,300

Half page: \$1,325

Quarter page: \$750

Front cover (advertiser-supplied photos): \$1,720

Available only with the purchase of a display ad.

Premium position: Additional \$500 for 2, 3, center, inside front or back pages

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. Template provided upon purchase.

Campus Profile: \$1,720

Show off your campus to prospective students with this 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.

Template provided upon purchase.

National College Fair Program Guide

Spring

Full page: \$630

Half page: \$365

Quarter page: \$210

Back cover: \$790

Inside front: \$735

Inside back: \$710

Online banner ads:

1,000,000 \$12,220

750,000 \$9,480

500,000 \$12,220

For specific publication dates, space reservations and materials deadlines please contact Soula Burns at

313.222.2582