

Looking to reach college-bound metro Detroit juniors and seniors?

SPRING 2009
MICHIGAN
COLLEGE GUIDE
www.michigancollegeguide.com

Now BIGGER and BETTER than ever!

NEW FOR SPRING 2009!

EXTRA REACH: Now 40,000 copies delivered directly to college-bound students.

BONUS AUDIENCE: The Spring 2009 edition of Michigan College Guide will contain the official Guide to Metro Detroit's 2009 National College Fair. This edition of Michigan College Guide will be distributed to all visitors to the fair, slated for April 1 in Livonia.

ONLY MICHIGAN COLLEGE GUIDE HAS:

TARGETED AUDIENCE: Distributed by high school counselors to college-bound juniors and seniors in metro Detroit schools.


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

SAME GREAT RATES: The Spring 2009 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.

MICHIGAN
COLLEGE GUIDE



- Profiles of every four-year college in Michigan
- Worksheets and tips to break down the application process
- Complete guide to state-based financial aid
- How to save money on campus

Spring 2008
Pictures above of Oakland University

FAST FACTS ABOUT MICHIGAN COLLEGE GUIDE

Distribution: High school juniors, seniors and guidance counselors receive it at high schools in Oakland, Wayne and Macomb counties. More than 40,000 copies delivered directly to students.

Publication Date: March 27, 2009

Space Reservation: Feb. 27, 2009

Materials Deadline: March 3, 2009

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

RATES & DIMENSIONS

FULL PAGE: 9.667x11.25 **\$2,300**

HALF PAGE: 9.667x5.5 (Horizontal), 4.75x11.25 (Vertical) **\$1,325**

QUARTER PAGE: 4.75x5.5 **\$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.

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.

For more information, call your account executive

or Soula Burns at 313-222-2582.

Email: skburns@dnps.com