

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

Spring 2010

M I C H I G A N

COLLEGE GUIDE

www.michigancollegeguide.com

Includes the 2010 National College Fair Program Guide!

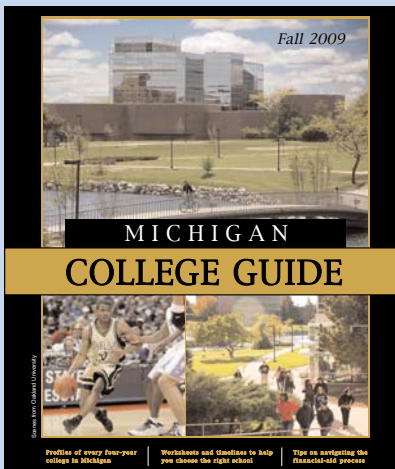
BONUS AUDIENCE!

The Spring 2010 edition of *Michigan College Guide* will contain the official guide to Metro Detroit's 2010 National College Fair. This edition of *Michigan College Guide* will be distributed to all visitors to the fair, slated for April 15 in Livonia. And every ad also appears in the online edition!

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 2010 *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.

FAST FACTS ABOUT MICHIGAN COLLEGE GUIDE

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

Publication Date:March 26, 2010

Space Reservation:February 26, 2010

Materials Deadline:March 5, 2010

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.

RATES & DIMENSIONS

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

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

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.

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