

# COLLEGE GUIDES MADE EASY

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## COLLEGE FINDER

(2 editions!)

**Audience:** Parents and college-bound students

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

**Fall edition:** August 5, 2007

**Spring edition:** February 4, 2008

**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:** October 2007

**Spring edition:** March 2008

**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.

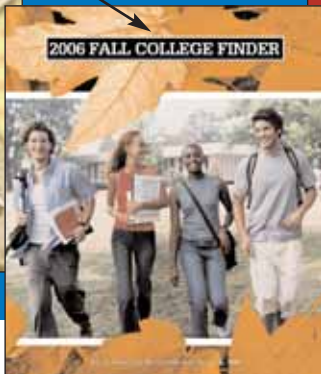
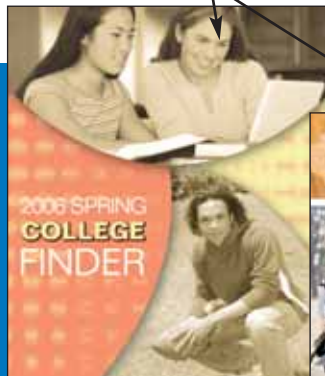
**Fair date:** April 17, 2008

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

IN HOMES

AT HIGH SCHOOLS

AT THE COLLEGE FAIR



\*2006 Scarborough Report - August 2005 - July 2006

## 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.

