

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
- 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
- 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
- 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

Each ad comes with equivalent advertorial space.

Full page: \$14,700	<input type="checkbox"/>	<input type="checkbox"/>
Half page: \$8,000	<input type="checkbox"/>	<input type="checkbox"/>
Quarter page: \$4,000	<input type="checkbox"/>	<input type="checkbox"/>
Eighth Page: \$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Premium position: Additional \$500 for 2, 3, center, inside front or back pages	<input type="checkbox"/>	<input type="checkbox"/>

Michigan College Guide

Full page: \$2,300	<input type="checkbox"/>	<input type="checkbox"/>
Half page: \$1,325	<input type="checkbox"/>	<input type="checkbox"/>
Quarter page: \$750	<input type="checkbox"/>	<input type="checkbox"/>
Front cover (advertiser-supplied photos): \$1,720 Available only with the purchase of a display ad.	<input type="checkbox"/>	<input type="checkbox"/>
Premium position: Additional \$500 for 2, 3, center, inside front or back pages	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>

National College Fair Program Guide

Full page: \$630	<input type="checkbox"/>
Half page: \$365	<input type="checkbox"/>
Quarter page: \$210	<input type="checkbox"/>
Back cover: \$790	<input type="checkbox"/>
Inside front: \$735	<input type="checkbox"/>
Inside back: \$710	<input type="checkbox"/>

Online banner ads:

1,000,000	\$12,220	<input type="checkbox"/>
750,000	\$9,480	<input type="checkbox"/>
500,000	\$12,220	<input type="checkbox"/>

Space reservation: July 16
Ad materials: July 18
Reserve by June 29 and get the premium position fee waived!