

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

BEST VALUE

SAVE 15%

Master's package
\$40,000



- **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 publication
- 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.co. (Various sizes. Run of site.)

TABLOID AD SIZES

Full page: 9.667 x 11.25

Half page horizontal: 9.667 x 5.5

Quarter page: 4.75 x 5.5

Half page vertical: 4.75 x 11.25

Eighth page: 4.75 x 2.75

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: _____

For more information, call your account executive or **313.223.3333**

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