

# LINK

FOR COUNSELORS

[www.linkforcounselors.com](http://www.linkforcounselors.com)

Helping counselors  
prepare students for  
life after high school

## 2017/2018 MEDIA PLANNER

### LET THE GAMES BEGIN:

The NEW PPY and  
How It Will Affect Your  
Financial Aid Process

First Up!: More First Generation  
Students are Heading to College.  
How can you help them?

How to Help Your Seniors with  
Their College Essays

Making the Most of  
College Visits

Pre-Law Advising  
Starts Now

**SPECIAL  
TRANSFER  
SECTION  
INSIDE**



# Letter from the Publisher



Dear College Marketer,

High School and Transfer Counselors are your link to new students. *LINK for Counselors* magazine can help you reach them more cost effectively than any other medium. In many cases Counselors are the strongest single influence on which college a student attends. Informing them about your programs, campus, and attributes that make your College/University stand out can go a long way towards delivering students to your campus.

The magazine is distributed twice a year to more than 25,000 High Schools in print and an additional 19,000 Counselors digitally. The Fall issue is also distributed to more than 1,500 Transfer Coordinators and includes a special Transfer section with targeted editorial for this hard to reach audience. Most Colleges can't afford to send their representatives out to more than a handful of key schools. We offer a cost effective way to help you get your message out to Counselors all over the country.

Our award winning magazine can help you get your messaging out to the key Counselors that influence student's decisions. Our website ([www.linkforcounselors.com](http://www.linkforcounselors.com)) provides targeted opportunities to reach Counselors with job-help information, and our bi-weekly e-newsletter is a cost-effective communications tool that is distributed to more than 19,000 Counselors during the school year (September-May).

Affordable, targeted, and effective! What are you waiting for? Review our media kit and let us know how we can help you increase awareness among Counselors and drive students to you.

Sincerely,



Jason Bullock, CBC  
Publisher

## Print Magazine Rates

### 2017/2018 Four-Color Rates

	1x	2x
1 Page	\$4,950	\$4,450
½ Page	\$3,250	\$2,950

## Advertisers receive

### ONE-TIME:

- Inclusion in the accompanying digital edition. The digital edition will be e-mailed to more than 19,000 Counselors.
- 50 to 75 word profile with school logo and campus photo

### TWO-TIME:

- Receive above +
- 50 to 75 word profile with school logo and campus photo at linkforcounselors.com
- Inclusion in Signet Research study conducted on the Fall 2017 issue. All advertisers will receive a custom report with ad ranking and verbatim comments from Counselors about their advertisement
- Link to your school's net price college calculator at linkforcounselors.com

## Magazine Production Specifications

### Advertisers Close Date:

Fall 2016 – 9/15/17  
Spring 2018 – 1/20/18

### Street Date:

Fall 2017 – 10/13/17  
Spring 2018 – 2/10/18

The procedure outlined below is designed to ensure the quick, accurate and simple delivery and production of your advertisements. Please provide your ad in one of the following accepted formats:

- A press-ready PDF
- An Illustrator EPS with outlined fonts

### Trim Size:

Overall trim size is 7 in. x 10 in.

### Ad Page Dimensions:

UNIT	WIDTH	DEPTH
1 Page Standard	6 in.	9 in.
1 Page Bleed	7.375 in.	10.375 in.
½ Page Horizontal	6 in.	4.25 in.
½ Page Vertical	2.85 in.	9 in.

For your Profile in *LINK for Counselors*, please supply the following information in a Word document.

- Institution name
- Location
- Website
- Year founded
- Type of Institution
- Student-Faculty Ratio
- Institutional Designation
- Tuition Costs
- Room & Board
- Description (75 words)
- Telephone
- Email
- Average Student Aid Package
- Average Percentage of Financial Need Met
- Average Scholarship/Grant Aid Awarded
- Average Work-Study Aid Awarded
- Campus Photo and Company/College Logo (vector .eps, jpeg, psd, or .ai)

## Advertise on linkforcounselors.com

The definitive site to keep Counselors informed about the latest college and career preparatory information for their students. The website includes college profiles, college night handouts for counselors, archives of past issues and a regularly updated list of articles that are of interest to Counselors.

## Website Rates

728 x 90.....\$700 per month or \$7,500 per year  
300 x 250.....\$550 per month or \$5,000 per year

## Banner Specifications:

Leaderboard (728x90)  
Medium Rectangle (300x250)  
File Formats: GIF or JPG  
File Size: The file size must be 50k or less

## eNewsletter Rates

E-newsletter sent bi-weekly (September-May) to more than 19,000 Counselors. The e-newsletter will include content to inform Counselors about the latest articles and trends to help them do their jobs better. Exclusive sponsorships are available at a cost of \$1,000 per e-newsletter. Exclusive sponsorship includes: Designation as that issue's sponsor with your logo and a 728x90 Leaderboard banner. Distribution is 19,000 per issue.

## eNewsletter Specifications

Leaderboard (728x90) and your logo  
File Formats: GIF or JPG  
File Size: The file size must be 50k or less

## Sponsorship of College Night Handouts

Sponsor one of our College Night Handouts for \$750 for 1 Year (September 2017 - August 2018). Exclusive sponsorship includes logo and recognition as the sponsor on the PDF of the handout, recognition as the exclusive sponsor on our College Night Handout page at www.linkforcounselors.com, and the handout will be included in one of our two 2017/2018 issues in the College Night Handout section showing your school/company as the sponsor:

Apply to College	Get involved
College Essay	Plan for graduate school
College Fair	Involve your parents
Consider a two-year college	Consider an online college
Consider the military	Prepare for college
Decide on your college or university	Play sports
Paying for college	Get scholarships
Find a career	Study abroad
Focus on yourself	Take a college tour
Consider a gap year	Prepare for the SAT/ACT
Gear up for college	Looking to transfer?

## Targeted E-blast

Counselor names are available for rental.

Rates are:

1,501 to 2,500	= \$575 per thousand
2,501 to 5,000	= \$525 per thousand
5,001 to 10,000	= \$475 per thousand
10,001 to 25,000	= \$450 per thousand
25,001+	= \$400 per thousand

Minimum purchase \$575  
Available for purchase by individual states.  
Open and Click stats will be provided after E-blast is sent

## Sending Your Ad Material

When your ad is complete, please send by email to:  
Cheryl@linkforcounselors.com

## What are Counselors saying about *LINK* for Counselors

(Counselors Love *LINK* for Counselors! See more testimonials online at [www.linkforcounselors.com](http://www.linkforcounselors.com))

### **Testimonials**

“Thank you for the most recent issue of *LINK*. I added the link for the *LINK* magazine on our school guidance page under Resources for Hoover High School. Our parents will like this magazine.” —**Jason Downey Hoover High School**

“I just received my copy of your magazine. What caught my attention were the topics on the front of the magazine. Thank you for thinking of us counselors!”  
—**Cynthia Deiner Los Osos High School**

“I have been in this profession for 24 years and this is the best resource I have ever read!”  
—**John Chillman Faith Lutheran, Las Vegas, NV**

“Your group is doing a great job/service for all of us. I use your articles frequently as I advise students and parents, and they also keep me fresh and engaged with current goings-on. *LINK* is a hit!” —**Steve Cook Stoney Creek High School**

“We absolutely love *LINK*! Thank you so much for this valuable resource.”  
—**Darrell R. Pickard, M.S.Ed. Stratford Senior High School**

“I’m loving *LINK* Magazine. Great articles/topics; very relevant.”  
—**Robert F. Kennedy Smoky Hill High School**

“I just got *LINK* magazine this morning, and I love it!”  
—**Mike Hays, M.Ed., LPC-I Northwest High School Counseling Team**

“We are SO impressed! Thank you so much for this great resource.”  
—**Jenna Clark Bedford North Lawrence High School**

“*LINK* is filled with articles that were 110% relative to what we do day in and day out in the high school counseling profession. What a great resource for all professionals!”  
—**Mary Dolejs Independence High School**

“It is a GREAT magazine that students, counselors and teachers can read to obtain great college and university information.”  
—**Juan Mendoza-Romero, Ed.D. Panorama High School**

“I am only on page 33 of the magazine and I already have great information!! I am really impressed, and will look forward to more!!!” —**Melanie Schubach Boling High School**

## **CONTACT US**

### **For Editorial Inquiries**

We are always interested in great content for Counselors.  
Contact us if you would like to be an editorial contributor.  
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