

LINK

FOR COUNSELORS

www.linkforcounselors.com

Helping counselors
prepare students for
life after high school

2020/2021 MEDIA PLANNER

20,000 High School
Counselors in Print

1,500 Transfer Counselors/
Coordinators at Junior/
Community Colleges

20,000 Counselors reached
digitally with the digital edition

Bi-weekly e-newsletter to
20,000 Counselors

Linkforcounselors.com website
had 33,020 visitors in 1 year
and 129,859 page views
(2/1/19-2/1/20)

Custom e-blasts sent to
High School Counselors

Special Transfer Section
in the Fall issue

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 20,000 High Schools in print and an additional 20,000 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) 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 20,000 Counselors during the school year (September-May). Feedspot recently recognized *LINK* for Counselors website and blog as one of the top 25 for Counselors (we were #5). Our website traffic continues to grow as in the past 12 months page views were up 4% to 129,859 (2/19 to 2/20).

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,

A handwritten signature in black ink that reads "Jason Bullock".

Jason Bullock, CBC
Publisher

Print Magazine Rates

2020/2021 Four-Color Rates

	1x	2x
1 Page	\$4,975	\$4,475
½ Page	\$3,275	\$2,975

Advertisers receive

ONE-TIME:

- Inclusion in the accompanying digital edition. The digital edition will be e-mailed to more than 20,000 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 2 research studies conducted on both the Fall 2020 and Spring 2021 issues. All advertisers 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:	Street Date:
Fall 2020 – 9/21/20	Fall 2020 – 10/19/20
Spring 2021 – 1/26/21	Spring 2021 – 2/17/2021

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 20,000 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 \$1,250 per e-newsletter. Exclusive sponsorship includes: Designation as that issue's sponsor with your College Profile and a 728x90 Leaderboard banner. Distribution is 20,000 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 2020-August 2021). 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 2020/2021 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?

Create and sponsor your own College Night Handout topic

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
Receive contact information from all Counselors that clicked on one of your links

Sending Your Ad Material

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

LINK for Counselors – Reader Profile (Study conducted by Paramount Research: Spring 2019)

Breakdown of LINK for Counselors Reader by Type:

Public High School – 69%
Private High School – 22%
Independent Counselor – 2%
Other (College/University/Other Counselor) – 6%

How many students does each Counselor work with?

168 students per Counselor average

Are you a member of NACAC?

Only 30% of our audience are members of NACAC which means you can't reach them by just attending NACAC fairs/conferences. 70% said they are not members.

How much time do you spend reading each issue of LINK for Counselors?

49 minutes per Counselor is the average

Do you pass along your copy of LINK for Counselors to other Counselors in your department?

48% of our readers say they do pass on their copy to other Counselors. We average 2.2 readers per copy.

Do you read the print, online or both versions of LINK for Counselors?

22% read the print only, 46% read the digital only and 33% read both the print and digital versions of each issue.

What actions have Counselors taken as a result of advertisements or articles they have seen in LINK for Counselors?

Discussed an advertiser or article with another Counselor – 51%
Visited an advertiser/school's website – 44%
Recommended an advertiser/school to a student – 21%
Requested additional information from an advertiser/school – 6%
Other – 10%
No Actions – 7%
93% of Counselors have taken some sort of action!

Examples of actions taken from comments by the Counselors who took the survey:

"Applied the information to a class I am taking. Used information in a class I am teaching."

"I have sent articles out to parents and students"

"I read the online version, choose an article for the other counselors, highlight/underline relevant parts, then print it out for them to read."

"Implemented practices mentioned in LINK for Counselors"

"Provided summaries of articles to students and parents"

"Put a link to an article on my school counseling Facebook page"

"Shared information on social media"

"Use the information in an article for one of my presentations. Parent meetings, student assemblies etc."

Counselor comments about LINK for Counselors in the study

"As a small school, LINK for Counselors is a definite information source for us. Thank you for such an informative resource."

"Good variety and high quality of content!"

"I always find articles that are relevant and very helpful!"

"I feel the articles are timely and provide great information, resources that further my development in this profession."

"I love this magazine! It always has great articles. I share it with all the other counselors at my school and look forward to getting each issue."

"I love when I receive my print copy. My director likes it so much she always steals my copy out of my mailbox! Thank you!"

"I think your magazine is always relevant and covering current topics. I really enjoy it."

"I'm new to my position and this Spring issue is the first issue I've received, and it has a lot of good, helpful articles relating both to high school and college work environments."

"LINK for Counselors is getting better and better. I've begun to really read through the articles and look forward to receiving it!"

"I love your magazine. I am an IEC but also the Director of Admissions at a private Catholic school. In my past life I was the Director of Admissions at several colleges and universities. I find your articles very relevant. They also bridge the gap between high school counseling and college admissions"

"The information in the issue were as relevant and interesting as ever! Thanks!"

"Topics have been very useful and appropriate, particularly as material for parent/student 10th and 11th grade conferences which are held in the spring."

"You guys do a great job with timely and appropriate coverage of counseling issues. Very grateful for the college counseling advice."

Eastern U.S.

Theresa Oschmann
Vice President, Sales
Theresa@linkforcounselors.com
(585) 748-4719

Western U.S.

Jason Bullock, CBC
Publisher
Jason@linkforcounselors.com
(713)974-0911