

# LINK

FOR COUNSELORS

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

Helping counselors  
prepare students for  
life after high school

## 2023/2024 MEDIA PLANNER

**30,000 Counselors reached in print  
and digital formats**

**Bi-weekly e-newsletter to 19,000+  
Counselors**

**Linkforcounselors.com website had  
84,156 visitors in 1 year and 428,000  
page views (2/1/22-1/31/23)**

**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 in print and digital formats to more than 30,000 Counselors. 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/Universities 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). Feedspot recently recognized LINK for Counselors website and blog as one of the top 25 for Counselors (we were #3). Our website traffic continues to grow as in the past 12 months visitors to [linkforcounselors.com](http://linkforcounselors.com) were up to 84,000 (23% increase) and page views were up 53% to 428,000 (2/22 – 2/23).

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, appearing to read "Jason Bullock".

Jason Bullock, CBC  
Publisher



## Print Magazine Rates

### 2023/2024 Four-Color Rates

	1x	2x
1 Page	\$4,975	\$4,650
½ Page	\$3,375	\$2,975

### 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 2 research studies conducted on both the Fall 2023 and Spring 2024 issues. All advertisers receive a custom report with ad ranking and verbatim comments from Counselors about their advertisement

## Magazine Production Specifications

Advertisers Close Date:	Street Date:
Fall 2023 – 9/21/23	Fall 2023 – 10/19/23
Spring 2023 – 1/26/24	Spring 2023 – 2/17/24

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	7.25 in.	10.25 in.
½ Page Horizontal	6 in.	4.25 in.
½ Page Vertical	2.15 in.	9 in.

Bleed: .125" All Sides

All images and copy should be within .3125" on all sides.

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 \$1,275 per e-newsletter. Exclusive sponsorship includes: Designation as that issue's sponsor with your College Profile 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 2023-August 2024). 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 2023/2024 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 2022)

### Breakdown of LINK for Counselors Reader by Type:

Public High School – 63%

Private High School – 25%

Independent Counselor – 7%

Other (College/University/Other Counselor) – 5%

### How many students does each Counselor work with?

248 students per Counselor average

### Are you a member of NACAC?

62% of LINK for Counselors readers are not members of NACAC which means you can't reach the majority of our members at NACAC fairs/conferences.

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

44 minutes per Counselor is the average

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

43% of our readers say they do pass on their copy to other Counselors. We average 2.1 readers per copy.

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

46% read the print only or print/digital versions both and 54% read the digital version only

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

Discussed an advertiser or article with another Counselor – 43%

Visited an advertiser/school's website – 52%

Recommended an advertiser/school to a student-20%

Requested additional information from an advertiser/school – 11%

Other – 10%

No actions – 6%

94% of Counselors have taken some sort of action!

### Do you receive LINK for Counselors e-newsletter?

84% of LINK for Counselors magazine subscribers receive LINK for Counselors bi-weekly e-newsletter.

### Have you visited linkforcounselors.com in the past 3 months?

41% of LINK for Counselors readers have visited linkforcounselors.com in the past 3 months

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

" Visited College's website "

" Included articles in monthly newsletter "

" Looked up schools online "

" Shared an article with students, parents, admin, or teachers "

" Shared information with parents "

" Shared link with other staff at my school "

" Tore out article and posted on my bulletin board."

## Counselor comments about LINK for Counselors in the study

" I look forward to the publication and it is one of the few I actually look at regularly."

" I really appreciate all that you do and find the information in LINK for Counselors very helpful."

" I really enjoy reading through this publication, it has very valuable information for myself and my students!!"

" I am a Career Development Coordinator and enjoy various articles, but especially those related to career decisions."

" The Spring issue was very helpful, particularly the information about counselor professional development."

" The topics have been varied which I appreciate. Thanks for doing such a great job!"

" This is a very informative publication and honestly one of the only ones I take the time to read. Thank you!"

" Loved the article and self-assessment on anxiety!"

" Love your brief articles – informative, adaptable to my school/students, helpful."

### Eastern U.S.

Theresa Oschmann  
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### Western U.S.

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