

LINK

FOR COUNSELORS

www.linkforcounselors.com

Helping counselors
prepare students for
life after high school

2024/2025 MEDIA PLANNER

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

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

**Linkforcounselors.com website had
52,931 visitors in 1 year and 310,000
page views (2/16/23 – 2/15/24)**

**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 play a crucial role as your primary link to prospective students. LINK for Counselors magazine offers you a more cost-effective means of reaching them than any other medium. In many instances, Counselors wield the most significant influence on a student's choice of college. Keeping them informed about your programs, campus, and the distinctive attributes that set your College/University apart can significantly contribute to attracting students to your campus.

Our magazine is distributed twice a year in both print and digital formats, reaching over 30,000 Counselors. The Fall issue extends its reach to an additional 1,500 Transfer Coordinators and includes a dedicated Transfer section tailored for this hard-to-reach audience. Recognizing that most Colleges/Universities face budget constraints that limit their outreach to only a handful of key schools, we offer a cost-effective solution to help you broadcast your message to Counselors nationwide.

Our award-winning magazine serves as a powerful tool for disseminating your messages to key Counselors who influence students' decisions. Explore targeted opportunities to engage Counselors on our website (www.linkforcounselors.com). Additionally, our bi-weekly e-newsletter, distributed to more than 19,000 Counselors from September to May, serves as a cost-effective communication tool. LINK for Counselors was recently recognized by Feedspot as one of the top 25 websites and blogs for Counselors, ranking at #3. In the past 12 months (2/23 – 2/24), linkforcounselors.com has welcomed more than 52,000 visitors to our website and delivered over 310,000 page views. We can also deliver your targeted messaging to Counselors throughout the country via targeted e-blasts.

Affordable, targeted, and effective – what are you waiting for? Take a moment to review our media kit and let us know how we can assist you in increasing awareness among Counselors and driving students to your institution.

Sincerely,

A handwritten signature in black ink, appearing to read "Jason Bullock".

Jason Bullock, CBC
Publisher

Print Magazine Rates

2024/2025 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 2024 and Spring 2025 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 2024 – 9/17/24	Fall 2024 – 10/18/24
Spring 2025 – 1/28/25	Spring 2025 – 2/21/25

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 2024-August 2025). 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 2024/2025 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

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.

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