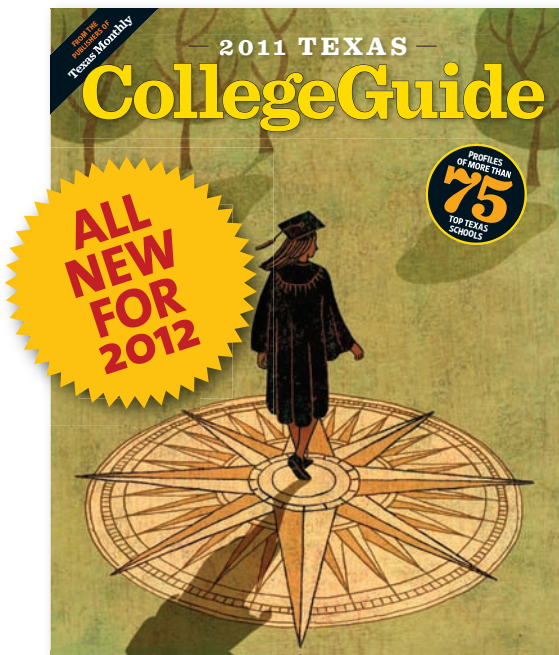


EIGHTH ANNUAL EDITION – 2012 Texas College Guide

3 CONVENIENT FORMATS: *PRINT, ONLINE, AND DIGITAL!*



MAKE SURE YOUR INSTITUTION is a part of the *Texas College Guide*. Parents, students, guidance counselors, and educational consultants throughout Texas will use this all-in-one resource to learn about and compare institutions. The *Texas College Guide* will provide outstanding tools for the college admission process including:

- Reference tables that chart school information (academics, faculty, costs, demographics, and more)
- Profiles of more than seventy-five Texas colleges and universities that convey campus personality and lifestyle

1 PRINT

INVESTMENTS

Ads are four-color; no premium for bleed.

Full page	\$4,460
2/3-page	\$3,295
1/3-page	\$1,780
Cover 2	\$5,475
Cover 3	\$4,915
Cover 4	\$5,810

INCENTIVE BUY BONUS

Advertisers who ran in Learning Curve, in the June 2011 issue of *Texas Monthly*, are entitled to a 5% discount on advertisements in the *Texas College Guide*.

DISTRIBUTION

Total distribution: 50,000

- 15,000 at newsstands throughout Texas
- 35,000 to educators, college fairs, public places, and other targeted groups

2 INTERACTIVE ONLINE SITE

(texasmonthly.com/collegeguide)

Texas College Guide will have an impact that reaches beyond its newsstand sales cycle with a site on heavily-trafficked texasmonthly.com. The *Texas College Guide* planning site will be a comparative database that provides all information about profiled institutions as well as links to advertisers in the print edition.

ONLINE INVESTMENTS

Advertisers may rotate in the Leader Banner and Premium Box positions. Online ads are run-of-site (within the *Texas College Guide* microsite) except for Buttons which are only on the *Texas College Guide* homepage. Rich media elements available. Call for details.

Premium Box (300 x 250)	\$960
Leader Banner (300 x 90)	\$560
3 additional Leader Banners	\$520
Full Banner (728 x 90)	\$560
Skyscraper (160 x 600)	\$820
Tile (160 x 150)	\$500
Button (160 x 60)	\$430

All dimensions given in pixels.
Other custom online programs are available.

3 DIGITAL

Distributed through texasmonthly.com and through our social networking platforms, the digital edition of *Texas College Guide* will also be sent by colleges, high school administrators, learning centers, and organizations to targeted lists around the country.

DIGITAL INVESTMENTS

Enhance your print advertisement by adding rich media or additional pages to this resource. To view last year's digital version, visit texasmonthly.com/collegeguide.

(1) Rich media

Video or Flash content	\$1,995
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(2) Additional digital pages

Static, with hyperlinking

Full page	\$3,000
Spread	\$4,500

Interactive, featuring video or Flash

Full page	\$4,150
Spread	\$6,225

AD CLOSING November 11, 2011 **ALL MATERIALS DUE** November 19, 2011

ON SALE (PRINT VERSION) January 12, 2012 **LIVE (INTERACTIVE ONLINE SITE AND DIGITAL VERSION)** February 12, 2012

From the publishers of
TEXAS MONTHLY

CONTACT your *Texas Monthly* representative or Amy Saralegui at 512-320-6930 or asaralegui@texasmonthly.com.