

45TH ANNUAL EDITION

COLLEGE TRANSFER GUIDE

collegetransferguide.com

2021 Advertising Rate Schedule

420 Railroad Way | Mamaroneck, NY 10543
800-433-7771 | info@schoolguides.com

**SCHOOL GUIDE
PUBLICATIONS**

College Transfer Guide

STUDENT RESPONSE CARD



COPY AREA - 7" wide x 3¹/₄" tall
One Color (Blue ink)

One edition - \$2,600
Two editions - \$5,000
Three editions - \$7,200
Four editions - \$9,300

FULL PAGE DISPLAY



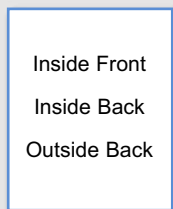
Display
Page

PAGE SIZE - 8¹/₄" x 10³/₄"
COPY AREA - 7" x 10"

Black & White (all editions) - \$4,400
Four Color (all editions) - \$6,900

Advertisements appear in the text section of all four editions and include a postcard in one edition.

COVER POSITIONS



Inside Front
Inside Back
Outside Back

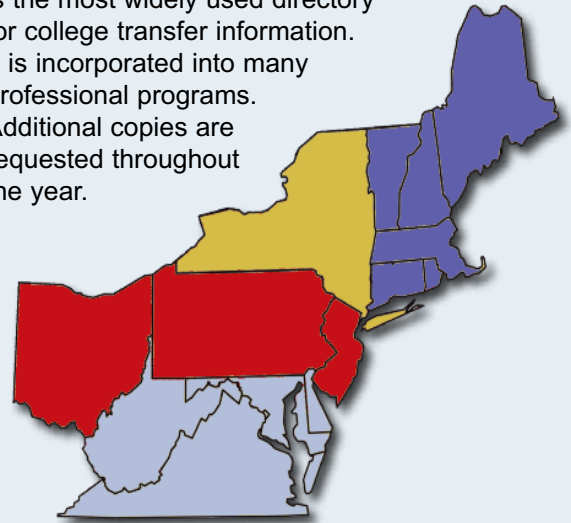
PAGE SIZE - 8¹/₄" x 10³/₄"
COPY AREA - 7" x 10"
Four Color

Price per edition includes student response card in same edition.

Inside Front Cover - \$5,200
Inside Back Cover - \$4,700
Back Cover - \$5,900

REGIONAL EDITIONS

Copies of College Transfer Guide are requested and distributed each year to transfer counseling offices at over 300 two-year colleges. The Guide is the most widely used directory for college transfer information. It is incorporated into many professional programs. Additional copies are requested throughout the year.



NEW YORK STATE (NYS)

76 two-year colleges located throughout the state

NEW ENGLAND (NE)

74 two-year colleges located in Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine

NEW JERSEY-PENNSYLVANIA-OHIO (JPO)

81 two-year colleges located in these 3 states

DELMARVA (DEL)

71 two-year colleges located in Delaware, Maryland, Virginia, West Virginia, District of Columbia

ADDED VALUE FOR ALL SPONSORS



CollegeTransferGuide.com

All print advertisers are featured on our web site and in the digital edition.

- Expanded Profile
- Photo Gallery
- Videos
- Virtual Tour
- Transfer Admissions Link
- Social Media
- Map to campus
- Deep links

2021 COLLEGE TRANSFER GUIDE ORDER FORM

Account Executive _____

Please check your order in boxes below.

EDITIONS	Student Response Card	Full Page Card Insert	Cover	Full Page Display (Black and White)	Full Page Display (4-Color)
ALL FOUR EDITIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NEW YORK STATE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NEW JERSEY - PENNSYLVANIA - OHIO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NEW ENGLAND	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DELMARVA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

COPY INSTRUCTIONS

☐ Repeat Previous Copy ☐ Repeat Previous Copy with Changes as Noted

☐ New Copy to Follow by _____ **Advertising Copy Deadline: August 10, 2021**

RECOMMENDATIONS FOR SENDING COPY

Our preference for advertising copy is a Press-Ready PDF file with fonts embedded but we can accommodate ads produced in almost any format. Our design staff can help you prepare copy, select photographs and artwork at no additional cost.

Advertisements may be sent on disk or via e-mail to info@schoolguides.com.

Total Cost \$ _____

School _____

Address _____

City/State/Zip _____

Name _____ Date _____

Title _____

Telephone _____ Fax _____

E-mail _____

College Transfer Guide

420 Railroad Way, Mamaroneck, NY 10543
800-433-7771 | Fax 914-632-3412 | info@schoolguides.com

SCHOOL GUIDE
PUBLICATIONS

Advertising Options

COVER & DISPLAY ADS

Response cards give you immediate results and help prove the effectiveness of your campaign.

*Cover positions give you higher visibility.
Display pages allow you to describe your
school & transfer options in more detail.*

EXPANDED LISTINGS

Advertisers receive a full listing with degrees offered, course description and a special student interest statement.

Added Value A special section for Featured Colleges (up to 275 words) appears in all regional editions and on www.collegetransferguide.com.