



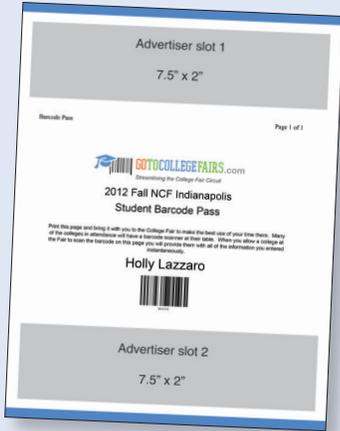
GO TO COLLEGE FAIRS.com

Streamlining the College Fair Circuit

Advertising Rates

Introducing 2 great NEW opportunities to reach college bound students. Each year, over 700,000 students register at gotocollegefairs.com for one of the 2000+ college fairs we automate. After registering on our site, they print out a barcode they bring to the fair to expedite the exchange of information between themselves and prospective colleges.

You have two opportunities to advertise: purchase banner ads on our registration website and/or on the barcode the student prints out. Registrations are generally done a month or more in advance of the fairs, so the printed barcodes have a long life in the hands of the students. In 2016, the impressions on the website were over 8 million!



Student Barcode Pass Rates

Ad placements run per event and pricing is based on annual National or Regional (by state) student registrations. For information on current student registrations and a list of upcoming college events with details regarding region, duration and participating colleges please visit our website at GoToCollegeFairs.com or call your advertising representative.

- ◆ National Rate - .50¢ per student registration*
- ◆ Regional Rate - .65¢ per student registration*

Dimensions for the Student Barcode Pass advertisement slot is 7.5 x 2 in. Two ad slots are available across the top and bottom of the pass.

Ad placements are random and placement requests cannot be guaranteed. Ad must be supplied as PDFs with all fonts and artwork embedded.

***In 2016, over 700,000 students registered.**

GoToCollegeFairs.com Website Banner Rates

Advertisement banners reside on the first 2 pages of registration process. As students register, banner ads will be displayed. The first page is a United States map, the second page is fair listings within a particular state.

For more details on web advertising please visit our website at GoToCollegeFairs.com or call your advertising representative.

Position	National Rate (cost per 1,000 views)*	Regional Rate (cost per 1,000 views)
Top-Own the Page	\$30	\$35
Top-In Rotation	\$22	\$25
Side-In Rotation	\$17	\$20
Required Minimums	100,000 Impressions	10,000 Impressions

***Estimated impressions for 2017 - 9M.**

Dimensions for the Student Registration Portal banner advertisements are:

Top - 300 x 250 pixels.

Side - 160 x 600 pixels.

Static JPEG or TIFF file formats will be accepted.

We reserve the right to close pages once a certain number of advertisers are reached. Placements are purchased for a year. Website impressions will be verified by AdSpeed.



888-601-0200 ext. 136

GoToCollegeFairs.com

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