



GO TO COLLEGE FAIRS.com

Simplifying College Fairs, Start to Finish

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 2019, the impressions on the website were over 8 million!

Student Barcode Pass Rates

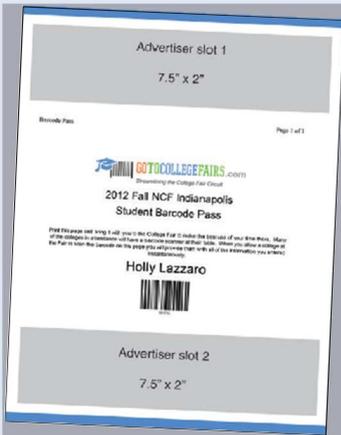
Ad placements run per event and pricing is based on annual National or Regional (by state) student registrations. For information on current student registrations and a list of upcoming college events with details regarding region, duration and participating colleges please visit our website at GoToCollegeFairs.com 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 must be supplied as PDFs with all fonts and artwork embedded.

***In 2019, 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 2020 - 9M. (Will be verified by Adspeed)**

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.



888-601-0200

GoToCollegeFairs.com

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