

THIRTEENTH ANNUAL EDITION – 2017

Texas College Guide



REACH PARENTS, STUDENTS, GUIDANCE COUNSELORS, AND EDUCATIONAL CONSULTANTS THROUGHOUT TEXAS

Readers of this all-in-one resource will learn about and compare institutions across the state. 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 Texas colleges and universities that convey campus personality and lifestyle

PRINT

INVESTMENTS

Ads are four-color; no premium for bleed.

Full page	\$4,970
2/3-page	\$3,670
1/3-page	\$1,982
Cover 2	\$6,102
Cover 3	\$5,433
Cover 4	\$6,463

INCENTIVE BUY BONUS

Advertisers who run in College Guide 2017 are entitled to a 5% discount on full- or half-page ads in the *Texas Monthly* June 2017 special advertising section, "Learning Curve."

DISTRIBUTION

Total distribution: 50,000

- 6,000 at newsstands throughout Texas
- 44,000 to educators, college fairs, public places, and other targeted groups

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 DISTRIBUTION

Advertisers will rotate in the display ad positions. Online ads are run-of-site (within the *Texas College Guide* microsite) and will remain live on the site through January 31, 2018.

ONLINE INVESTMENTS: \$580

This bundle includes the following display ad sizes:

Premium Box	300x250
Leader banner	300x90
Tile	300x150
Skyscraper	160x600

All dimensions given in pixels. JPEG or GIF; 40KB max file size; URL required. Other custom online programs are available.

GENERAL INFORMATION

AD CLOSING

November 11, 2016

ALL MATERIALS DUE

November 18, 2016

ON SALE (PRINT VERSION)

January 12, 2017

LIVE (INTERACTIVE ONLINE SITE AND DIGITAL VERSION)

February 12, 2017

CONTACT your *Texas Monthly* representative or Jennifer Garcia at 512-320-6974 or jgarcia@texasmonthly.com.

From the publishers of
TEXAS MONTHLY