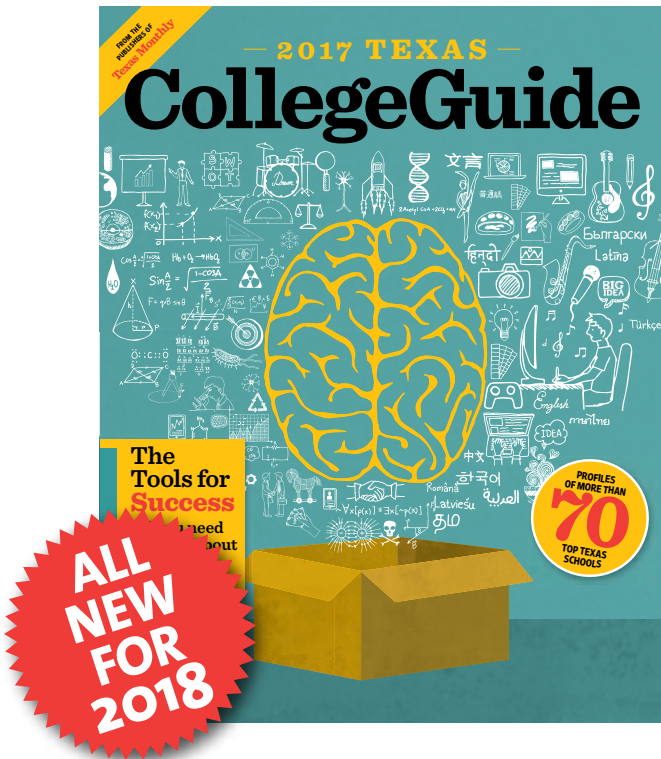


A DETAILED GUIDE TO SELECT COLLEGES AND UNIVERSITIES IN TEXAS

FOURTEENTH ANNUAL EDITION – 2018

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

PRODUCTION SPECS

Non-bleed:

Full page	7 x 9.625
2/3 page V	4.625 x 9.625
1/3 page V	2.25 x 9.625
1/3 page H	4.625 x 4.75

Bleed:

Full page	8.375 x 10.75
Trimmed	8.125 x 10.5
2/3 page V	5.4375 x 10.75
Trimmed	5.1875 x 10.5
1/3 page V	3.0625 x 10.75
Trimmed	2.8125 x 10.5

DISTRIBUTION

Total distribution: 50,000

- 5,000 at newsstands throughout Texas
- 45,000 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, 2019.

ONLINE INVESTMENTS: \$580

This bundle includes the following display ad sizes:

Premium Box	300x250
Leader banner	300x90
Skyscraper	160x600

GENERAL INFORMATION

AD CLOSING

November 10, 2017

ALL MATERIALS DUE

November 17, 2017

ON SALE (PRINT VERSION)

January 11, 2018

LIVE (INTERACTIVE ONLINE SITE AND DIGITAL VERSION)

February 16, 2018

CONTACT your *Texas Monthly* representative or Julie Lee at 512-320-6974 or jlee@texasmonthly.com.

UPLOAD MATERIALS TO

texasmonthly.com/upload-ad

From the publishers of
TEXAS MONTHLY