CollegiateParent
Media Kit

Connect With Our Audience: Advertise to Parents of College Students

For more information, please contact:

Doug Hay
dhay@collegiateparent.com
303-625-1710
Monday-Friday, 9:00 AM – 5:00 PM MST
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CollegiateParent Overview

Connecting Brands with Parents for over 10 Years

CollegiateParent.com is a widely-trusted website that connects your brand with parents of college students across the country.

In 2018, parents of college students spent almost $1,000 per student during the back-to-school shopping season.*

The right content mix is important. In a college parent’s media-saturated life, it takes a mix of two things to win their attention and trust:

1. Providing relevant, reliable information to parents looking to support their student.
2. Forging strong, lasting relationships between your brand and parents of college students.

Align your brand with the source trusted most by college parents by sponsoring a university’s parent guide, or an informative native ad on any of CollegiateParent’s platforms.

With CollegiateParent.com, marketing to parents of college students has never been easier. Our media kit describes opportunities for advertisers to reach this unique, valuable audience.

Audience & Demographics

Connecting brands with parents for over 10 years.

Visitors to CollegiateParent.com are highly targeted and arrive mainly via browser bookmarks, targeted search engine queries, social media interactions, weekly email newsletters, and highly relevant inbound links. In short, our website is uniquely positioned to offer an audience that is receptive to your advertising message.

Connect with Campus Communities
We have partnerships with over 450 universities across the country.

Speak Directly to Parents
Get your message seen by sponsoring content, or reach thousands of subscribers directly each week by sponsoring a newsletter.

Get Noticed
With an average time on page of over four minutes for our most-read articles, your digital ads can get the attention they deserve.

Meet Parents Where They Are
We offer a multi-platform advertising approach including digital ads, print publications, video, email and more.

It Works!
There’s a reason we see an 80% renewal rate with our advertising partners year after year.

*4 year not for profit colleges & universities in the US, source NCES.gov
No matter your industry, CollegiateParent can put you in touch with parents of college students.

The following information describes the size and scale of CollegiateParent.com’s audience.

**Audience Metrics**

**Overall website visits up 60% in 2018 over 2017**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Monthly Pageviews</td>
<td>43,132</td>
</tr>
<tr>
<td>Pageviews/Month</td>
<td>56,362</td>
</tr>
<tr>
<td>Pageviews/Visit</td>
<td>1.95</td>
</tr>
</tbody>
</table>

**Email List Metrics**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribers</td>
<td>11,000+</td>
</tr>
<tr>
<td>Open Rate Average</td>
<td>31%</td>
</tr>
<tr>
<td>CTR Average</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Stats as of Jan. 1 - Dec. 31 2018

Get granular with our digital marketing and print strategies, and discover how we can create an advertising campaign scaled to fit your budget and goals.
Demographics

Our demographic data represents user information from 2018 email survey, Facebook user data, and Google Analytic data. Here is a breakdown of the demographics of CollegiateParent.com’s audience.

**Age:**
- 18-24: 11.85%
- 25-34: 12.10%
- 35-44: 15.04%
- 45-54: 40.65%
- 55-64: 15.74%
- 65+: 4.63%

**Gender:**
- Female: 74.4%
- Male: 25.6%

**Education:**
- No college: 15%
- Associate’s degree: 11.4%
- Bachelor’s degree: 30.3%
- Master’s degree: 16.4%
- Professional degree: 3.2%
- Doctorate degree: 4%

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*Gender: Female: 74.4% Male: 25.6%*
Household Income:

Here is a breakdown of the demographics of CollegiateParent.com’s audience.

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$40-50k</td>
<td>4%</td>
</tr>
<tr>
<td>$50-75k</td>
<td>8%</td>
</tr>
<tr>
<td>$75-100k</td>
<td>8%</td>
</tr>
<tr>
<td>$100-125k</td>
<td>12%</td>
</tr>
<tr>
<td>$125-150k</td>
<td>12%</td>
</tr>
<tr>
<td>$150-250k</td>
<td>37%</td>
</tr>
<tr>
<td>$250-350k</td>
<td>8%</td>
</tr>
<tr>
<td>$350-500k</td>
<td>4%</td>
</tr>
</tbody>
</table>

82% of our audience is married.

Device Usage:

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>54.12%</td>
</tr>
<tr>
<td>Desktop</td>
<td>39.69%</td>
</tr>
<tr>
<td>Tablet</td>
<td>6.11%</td>
</tr>
</tbody>
</table>
Digital Marketing

Rates & Opportunities

Every university and college we work with has a presence on our website in the form of digital flip-book parent guides, informative resources, and a local business directory.

Parents visit our site to read regularly posted content, view the digital versions of our guides, and visit the business listings in the directory.

No matter where they are in the site, we can show users your banner ads or native ads. And because we have the ability to create audiences of website visitors based on the pages they visit, we can retarget these users and serve your ads across thousands of websites and apps that parents and students are surfing in real time.

CollegiateParent.com offers numerous advertising opportunities for advertisers to reach this valuable, targeted audience.

Digital marketing options include:

- Native Ads
- Banner Ads
- Email Marketing
- Retargeting Ads
- Directory Listings
- Featured Listings
- Custom eNewsletter
- Email Newsletter
- Online Video Package
Display Ad Pricing

You indicate the school and provide the banner ads and destination URL and/or directory description and business logo.

We show your ads only to our website visitors who are interested in that school.

<table>
<thead>
<tr>
<th>Size</th>
<th>Placement</th>
<th>Annual Investment</th>
<th>Monthly Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90</td>
<td>Individual School Pages</td>
<td>$2,000/school</td>
<td>Nov-Mar $300/mo/school</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Apr-Oct $225/mo/school</td>
</tr>
<tr>
<td>300x250</td>
<td>Individual School Pages</td>
<td>$1,400/stand</td>
<td>Nov-Mar $175/mo/school</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Apr-Oct $150/mo/school</td>
</tr>
</tbody>
</table>
Business Listing Pricing

Your ad stays at the top of the Directory Listings on the school pages of your choice, always keeping your company top of mind with CollegiateParent’s visitors. Just $99 with your Directory Listing Buy.

Online Only

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online listing w/link</td>
<td>$450</td>
</tr>
<tr>
<td>Online listing w/link and clickable logo</td>
<td>$550</td>
</tr>
</tbody>
</table>

With Print Buy

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online listing w/link</td>
<td>$300</td>
</tr>
<tr>
<td>Online listing w/link and clickable logo</td>
<td>$400</td>
</tr>
</tbody>
</table>
Email Marketing

Build a custom list of people based on your unique targeting goals and send your email to all the recipients. The lists we use are permission-based and comply with all laws and best practices regarding email marketing. Choose from pinpoint targeting selects.

We Can Handle Everything

- Building the list and list scrubbing
- Scheduling and pre-launch testing
- Splash page building and deployment
- Tracking & reporting and data harvesting

Available Targeting

- School name
- State, ZIP code
- Degree program
- Year in school
- Military branches
- Gender, income, age (16–54)
- Parents/faculty & non-students

The Loop Newsletter

100% CollegiateParent produced content sent out weekly to 11,000+ subscribers. Subscribers are parents who have asked to receive weekly news from CollegiateParent.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90 banner</td>
<td>$880/month</td>
</tr>
<tr>
<td>Placed on all individual article pages</td>
<td>$8,500/annual commitment</td>
</tr>
</tbody>
</table>
Custom eNewsletters

Your banner ad will appear above each story contained in the monthly eNews blast sent out to the CollegiateParent schools of your choice. Select as many schools as you want. eNews is content provided by the school, with helpful CollegiateParent content sprinkled in. It is delivered to subscribers of individual schools’ newsletters.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90 banner ad</td>
<td>$20/thousand impressions</td>
</tr>
</tbody>
</table>

Partner eNews

Your banner ad will appear on the eNews blast CollegiateParent sends to all of our partner schools.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90 banner ad</td>
<td>$20/thousand impressions</td>
</tr>
</tbody>
</table>
Native Advertising

Tell your story to CollegiateParent’s audience. This is the most effective way to introduce your company to the parents of your university’s students. CollegiateParent’s staff will craft a 400 word story on a subject of your choosing with quotes from you and references to your company. Include photos, graphics etc.

Sample Topics:

• Community involvement
• Company history
• Company’s commitment to a university
• Parent-friendly services
• Video

<table>
<thead>
<tr>
<th>Placement</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>The story will appear in the specific university’s print publication and on the university's page on the Collegiate Parent website.</td>
<td>Print: $2,000</td>
</tr>
<tr>
<td></td>
<td>Online Only: $1,500</td>
</tr>
</tbody>
</table>
**CollegiateParent Video**

Support local student videographers as they hone their craft and receive a great promo video to use as you wish. Here’s how it works:

- CollegiateParent connects you with a local student videographer.
- They film at your location for 30 minutes.
- 7 working days later, they deliver a 30 second media clip.
- You request any revisions or edits to the student videographer.
- 48 hours after your edit requests a final 30 second video clip is delivered to you.

**What’s Included:**

- 30 minutes of filming by a CollegiateParent student videographer
- Editing by a CollegiateParent student videographer
- Delivered 30-second edited version
- 1 round of revisions if needed

**Investment**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$300</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Online Video Package**

The same service as described above plus a banner ad for a full year on the school page of your choice that is linked to the video.

**What’s Included:**

- Items noted above
- 12-month school page banner ad placement linked to the 30-second CollegiateParent-created video

**Investment**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$1,840</strong></td>
<td></td>
</tr>
</tbody>
</table>

You own the video and can use it however you wish. Please allow a seven business day turnaround time from filming to delivery.
Retargeting

We can deliver ads to parents and students on campus, in class, and where they live and socialize. Because we target all traffic coming from these areas, we can serve your ads across thousands of websites and apps that they are surfing in real time. This takes the guesswork out of having to pick and choose what individual sites to use.

How It Works

1. Tell us who you want to reach (e.g., lists of colleges, ZIP codes, market areas, competitor locations, and interest categories).

2. Tell us your weekly ad budget and when you want to run your ads.

3. We take your targeting and campaign objectives to build a strategy that will help you achieve your advertising goals.

4. Provide us with your ad creative or third-party ad tags. We’ll start serving your ads and optimizing your spend towards the goals you have set.

Digital Solutions

- Geo-fencing
- Addressable Geo-fencing
- Search Retargeting
- Site Retargeting
- Contextual Targeting
- Programmatic Video
- Native Programmatic Video
Print Marketing

Rates & Opportunities

From planners to directories, visitors guides to parent guides, we produce college publications that help parents connect to the campus community.

For over 10 years, we’ve partnered with over 200 colleges and universities to provide their “go-to” print guides for parents and families of students.

Parent guides are an invaluable resource for parents. Last year, we produced 300,000 custom guides for 85 universities that were distributed directly to parents.

CollegiateParent.com offers numerous advertising opportunities for advertisers to reach this valuable, targeted audience.
8”x 10” College Parent Magazine

Ad Sizes and Prices

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread w/bleed</td>
<td>17.25”x11.375”</td>
<td>$3,050</td>
</tr>
</tbody>
</table>
| Full page                | 8.875”x11.375”   | Inside front/back cover $2,450  
Back cover $2,750         |
| Full page no bleed       | 7.875”x10.375”   | $1,895                      |
| 1/2 page horizontal      | 7.375”x5”        | Back cover $1,450           
Horizontal $1,250         |
| 1/4 page                 | 7.375”x2.5”      | $650                        |
### 5”x8” Custom Guide

- **Spread with bleed**
- **Full page with bleed**
- **Full page no bleed**
- **1/2 page horizontal**
- **1/4 page**

### Ad Sizes and Prices

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Sizes</th>
<th>1 School</th>
<th>5 Schools</th>
<th>10 Schools</th>
<th>20 Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread w/bleed</td>
<td>11.5x9</td>
<td>$3,050</td>
<td>$12,200</td>
<td>$19,825</td>
<td>$31,500</td>
</tr>
<tr>
<td>Full page w/bleed</td>
<td>6x9</td>
<td>$1,950</td>
<td>$7,800</td>
<td>$12,675</td>
<td>$19,500</td>
</tr>
<tr>
<td>Full page no bleed</td>
<td>5.25x8.25</td>
<td>$1,895</td>
<td>$7,875</td>
<td>$14,000</td>
<td>$24,950</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>4.675x3.75</td>
<td>$1,250</td>
<td>$4,725</td>
<td>$8,400</td>
<td>$22,250</td>
</tr>
<tr>
<td>Quarter page</td>
<td>4.675x1.8125</td>
<td>$650</td>
<td>$2,750</td>
<td>$4,500</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

*premium placement ad space*
Submitting Your Artwork

Advertising Specifications

**Resolution:** 300 dpi

**Color:** CMYK color mode or grayscale only. Convert all Pantone colors to CMYK mode. Use only 100% black; no 4-color black

**Acceptable file formats:** flattened .tif, .jpg, .pdf. No Word processing documents will be accepted.

**Fonts:** Embed all fonts.

**Live Area:** Keep type and important images in this area. To ensure your entire ad is legible, please also keep text out of the 1/8 inch on either side of the fold, as shown.

**Bleed Area:** Any images or backgrounds that extend to the trim line must continue through the entire bleed area.

Upload Specifications

Please name your artwork files with the business name and the ad size. Please upload your artwork and other files to the [CollegiateParent upload page](#).

To complete the form on the upload page:

- Your Email: enter your email address
- Subject: enter the business name, ad size, school name– acme-spreadb-missouri-state
- Enter Message: enter the name of your sales rep– Attn: Bob
- Select a file: Click the Browse button to find the file you’d like to upload
- Click the Send It button
Contact

Contact us to start reaching parents of college students.

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