

# College Fair Guide

**Fall 2022**

Advertising Rate Schedule  
and  
Order Form

[collegefairguide.com](http://collegefairguide.com)

**SCHOOL GUIDE  
PUBLICATIONS**

## FALL 2022 SCHEDULE OF COLLEGE FAIR GUIDE EDITIONS

Fair or Conference	Location	Date of Fair	Ad Copy Deadline
Rhode Island Regional College Fair	Bryant University Smithfield, RI	Sunday September 25	Wednesday September 7
Chicago, IL (NACAC) National College Fair	McCormick Place - Lakeside Center Chicago, IL	Saturday October 1	Monday September 12
Long Island, NY (Nassau County) Fall College Expo	Adelphi University Garden City, NY	Thursday October 6	Wednesday September 14
New Jersey (NACAC) STEM College Fair	Rider University Lawrenceville, NJ	Saturday October 8	Monday September 19
Cincinnati, OH (NACAC) National College Fair	Duke Energy Center Cincinnati, OH	Sunday October 16	Wednesday September 21
Danbury, CT College and Career Fair	Danbury Mall Danbury, CT	Monday October 17	Monday September 26
Southern Westchester, NY College Fair	The Galleria White Plains, NY	Tuesday October 18	Wednesday September 28
Northern Westchester, NY College Fair	The Jefferson Valley Mall Yorktown Heights, NY	Wednesday October 19	Wednesday September 28
Rockland County, NY College Night	Rockland Community College Suffern, NY	Thursday October 20	Monday October 3
Philadelphia, PA (NACAC) National College Fair	Pennsylvania Convention Center Philadelphia, PA	Sunday October 30	Wednesday October 5
Boston, MA Virtual	NACAC Virtual College Fair	Sunday November 6	Monday October 10

## Reasons To Advertise Your School in COLLEGE FAIR GUIDE

**EARLY AWARENESS** *College Fair Guide* is distributed 2 weeks before a College Fair. Early engagement is the key to success.

**UNRIVALED DISTRIBUTION** More than 500,000 copies of College Fair Guide will be utilized by students, parents and counselors at more than 2,500 high schools in our market areas (Spring and Fall).

**MULTI-PLATFORM NETWORK** In addition to our Print circulation, students can access Digital and Online versions of CFG at [CollegeFairGuide.com](http://CollegeFairGuide.com).

**DOUBLE EXPOSURE** Advertisers are invited to submit editorial about their school to complement their advertisement at no additional cost. Editorial publishes in print and online.

**PROMOTE AN OPEN HOUSE DATE** Bring students and parents to your campus.

For an invitation or information about Fall College Fairs contact:

NACAC: 703-836-2222, [info@nacacnet.org](mailto:info@nacacnet.org)

Danbury College Fair: Danbury Public Schools, 203-790-2823

Nassau Counselors Association: [nassaucounselors.org](http://nassaucounselors.org)

Rhode Island College Fair: [www.riaa.com](http://www.riaa.com)

Rockland County College Night: Rosalie Sauter, [rosalie1052@icloud.com](mailto:rosalie1052@icloud.com)

Westchester County College Conference: 914-739-2313, [wpcclfairs@att.net](mailto:wpcclfairs@att.net)

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## FALL 2022 ADVERTISING ORDER FORM

AD SIZE Discount	One Edition	Two Editions 5%	Three Editions 10%	Four Editions 15%	Five Editions 20%	Six Editions 25%	Seven Editions 30%	Eight Editions 35%	Nine Editions 40%	Ten Editions 45%
<b>1/4 Page</b> 3 3/4" x 9" 5 3/4" x 6" 7 3/4" x 4-1/2"	\$905	\$1,720	\$2,445	\$3,080	\$3,620	\$4,075	\$4,440	\$4,710	\$4,890	\$4,980
<b>1/2 Page</b> 5 3/4" x 12" 7 3/4" x 9" 9 3/4" x 7"	\$1,810	\$3,440	\$4,890	\$6,160	\$7,240	\$8,150	\$8,870	\$9,420	\$9,780	\$9,960
<b>1/2 Page</b> <b>4-Color</b>	\$2,690	\$5,120	\$7,270	\$9,150	\$10,670	\$12,110	\$13,190	\$13,990	\$14,530	\$14,800
<b>Full Page</b> 9 3/4" x 14"	\$3,620	\$6,880	\$9,780	\$12,310	\$13,520	\$16,290	\$17,740	\$18,830	\$19,550	\$19,910
<b>Full Page</b> <b>4-Color</b>	\$4,780	\$9,090	\$12,910	\$16,260	\$19,120	\$21,510	\$23,430	\$24,860	\$25,820	\$26,290

Edition	Ad Size	Color Options	Deadline
Rhode Island	<input type="checkbox"/> Full <input type="checkbox"/> 1/2 <input type="checkbox"/> 1/4	<input type="checkbox"/> Black & White <input type="checkbox"/> Color	September 7
Chicago, IL	<input type="checkbox"/> Full <input type="checkbox"/> 1/2 <input type="checkbox"/> 1/4	<input type="checkbox"/> Black & White <input type="checkbox"/> Color	September 12
Long Island, NY	<input type="checkbox"/> Full <input type="checkbox"/> 1/2 <input type="checkbox"/> 1/4	<input type="checkbox"/> Black & White <input type="checkbox"/> Color	September 14
STEM, New Jersey	<input type="checkbox"/> Full <input type="checkbox"/> 1/2 <input type="checkbox"/> 1/4	<input type="checkbox"/> Black & White <input type="checkbox"/> Color	September 19
Cincinnati, OH	<input type="checkbox"/> Full <input type="checkbox"/> 1/2 <input type="checkbox"/> 1/4	<input type="checkbox"/> Black & White <input type="checkbox"/> Color	September 21
Danbury, CT	<input type="checkbox"/> Full <input type="checkbox"/> 1/2 <input type="checkbox"/> 1/4	<input type="checkbox"/> Black & White <input type="checkbox"/> Color	September 26
Westchester County, NY	<input type="checkbox"/> Full <input type="checkbox"/> 1/2 <input type="checkbox"/> 1/4	<input type="checkbox"/> Black & White <input type="checkbox"/> Color	September 28
Rockland County, NY	<input type="checkbox"/> Full <input type="checkbox"/> 1/2 <input type="checkbox"/> 1/4	<input type="checkbox"/> Black & White <input type="checkbox"/> Color	October 3
Philadelphia, PA	<input type="checkbox"/> Full <input type="checkbox"/> 1/2 <input type="checkbox"/> 1/4	<input type="checkbox"/> Black & White <input type="checkbox"/> Color	October 5
Boston, MA	<input type="checkbox"/> Full <input type="checkbox"/> 1/2 <input type="checkbox"/> 1/4	<input type="checkbox"/> Black & White <input type="checkbox"/> Color	October 10

**Total Cost \$ \_\_\_\_\_**

Repeat Previous Copy  Repeat Previous Copy with changes  New Copy to come by \_\_\_\_\_ (See reverse side for instructions)

School \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Name \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

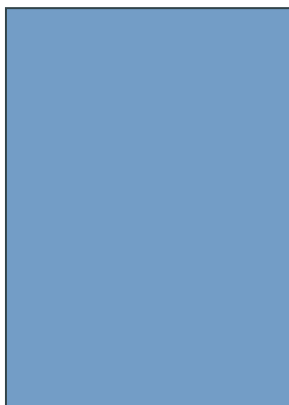


## FALL 2022 ADVERTISING OPTIONS

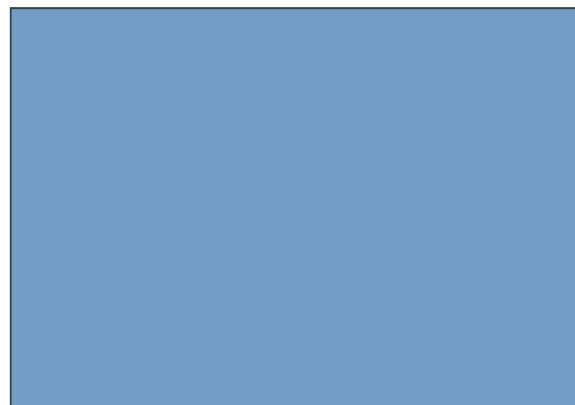
### Full Page

Black & White  
and 4 color

Inside Front Cover  
Inside Back Cover  
Outside Back Cover



9 3/4" x 14"



2 page Spread - 19 1/2" x 14"

### 1/2 Page

Black & White  
and 4 color



5 3/4" x 12"



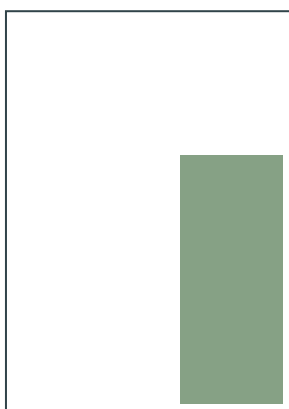
7 3/4" x 9"



9 3/4" x 7"

### 1/4 Page

Black & White



3 3/4" x 9"



5 3/4" x 6"



7 3/4" x 4 1/2"

#### ADVERTISING SPECIFICATIONS:

Our preference is a High Resolution Press Ready PDF file with fonts embedded. Color files should be CMYK format. We can also accept ads in other applications.

#### EDITORIAL SPECIFICATIONS:

Advertisers may also submit a Word document with information about their programs, students, faculty, awards, facilities, campus life etc. (up to 750 words)