

College Fair Guide

Fall 2023

Advertising Rate Schedule
and
Order Form

collegefairguide.com

SCHOOL GUIDE
PUBLICATIONS

FALL 2023 SCHEDULE OF COLLEGE FAIR GUIDE EDITIONS

Fair or Conference	Location	Date of Fair	Ad Copy Deadline
Baltimore, MD (NACAC) National College Fair	Baltimore Convention Center Baltimore, MD	Tuesday September 26	Friday September 8
Southern Connecticut College & Career Fair	Hartford Healthcare Amphitheater Bridgeport, CT	Wednesday September 27	Monday September 11
Chicago, IL (NACAC) National College Fair	McCormick Place - Lakeside Center Chicago, IL	Saturday September 30	Wednesday September 13
Rhode Island Regional College Fair	Bryant University Smithfield, RI	Sunday October 1	Thursday September 14
Long Island, NY (Nassau County) Fall College Expo	Adelphi University Garden City, NY	Tuesday October 3	Thursday September 14
Philadelphia, PA (NACAC) National College Fair	Pennsylvania Convention Center Philadelphia, PA	Saturday October 14	Monday September 18
Northern New Jersey (NACAC) Virtual Fairs	NACAC Virtual College Fairs	October 15 November 12	Wednesday September 20
Cincinnati, OH (NACAC) National College Fair	Duke Energy Center Cincinnati, OH	Sunday October 22	Monday September 25
Southern Westchester, NY College Fair	Westchester County Center White Plains, NY	Tuesday October 24	Wednesday September 27
Northern Westchester, NY College Fair	The Jefferson Valley Mall Yorktown Heights, NY	Wednesday October 25	Wednesday September 27
Rockland County, NY College Night	Rockland Community College Suffern, NY	Thursday October 26	Monday October 2

8 Reasons Why Your School Should Advertise in College Fair Guide

1. Make the College Fairs Work for You

Drive traffic to your booth, introduce a rep to the area and increase brand awareness.

2. Regional Targeting

College Fair Guide is produced for 30 separate market areas.

3. Schedule a one-on-one meeting

Talk to students directly. Once registered, students will have more time for conversation.

4. Promote an Open House Date

Bring students and parents to your campus.

5. Unrivaled Distribution Nationwide

More than 400,000 copies are requested and distributed at more than 2,000 high schools in 30 target areas

6. CollegeFairGuide.com

Your school's editorial is featured including a video, display ad, quick facts and social media links.

7. Free Editorial with Every Ad

Provide detailed information about campus life, programs etc.

8. Reach Students Before the Fairs

Hundreds of colleges will have registered for each event. You can reach students and parents before they arrive.

For an invitation or information about Fall College Fairs contact:

NACAC: 703-836-2222, info@nacacnet.org

Southern Connecticut College Fair: Andy.Alcasser@connoisseurct.com, (203) 783-8243

Rhode Island College Fair: www.riao.com

Rockland County College Night: Rosalie Sauter, rosalie1052@icloud.com

Westchester County College Conference: 914-739-2313, wpccfairs@att.net

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PUBLICATIONS**

FALL 2023 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%	Eleven or more Editions
1/4 Page 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	+ \$90 per edition
1/2 Page 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	+ \$180 per edition
1/2 Page 4-Color	\$2,690	\$5,120	\$7,270	\$9,150	\$10,670	\$12,110	\$13,190	\$13,990	\$14,530	\$14,800	+ \$270 per edition
Full Page 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	+ \$460 per edition
Full Page 4-Color	\$4,780	\$9,090	\$12,910	\$16,260	\$19,120	\$21,510	\$23,430	\$24,860	\$25,820	\$26,290	+ \$470 per edition

Edition	Ad Size	Color Options	Deadline
Baltimore, MD	<input type="checkbox"/> Full <input type="checkbox"/> 1/2 <input type="checkbox"/> 1/4	<input type="checkbox"/> Black & White <input type="checkbox"/> Color	September 6
Southern Connecticut	<input type="checkbox"/> Full <input type="checkbox"/> 1/2 <input type="checkbox"/> 1/4	<input type="checkbox"/> Black & White <input type="checkbox"/> Color	September 8
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 11
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 13
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
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	September 18
Northern 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 20
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 25
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 27
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 2

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 _____

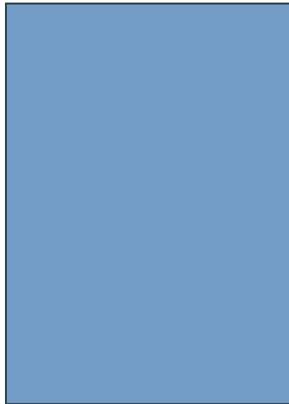


FALL 2023 ADVERTISING OPTIONS

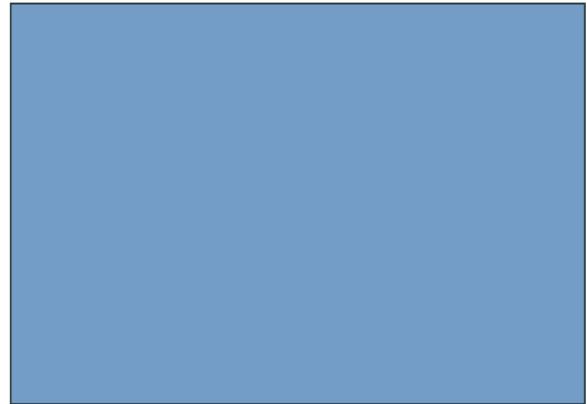
Full Page

Black & White
and 4 color

Inside Front Cover
Inside Back Cover
Outside Back Cover



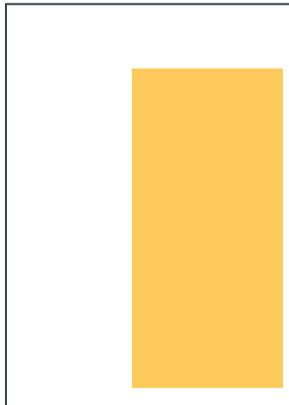
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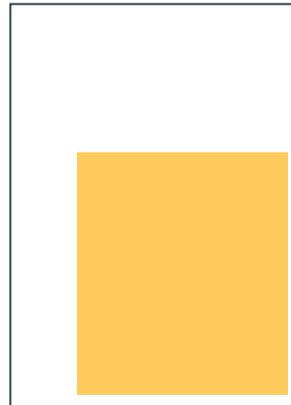
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1/2 Page

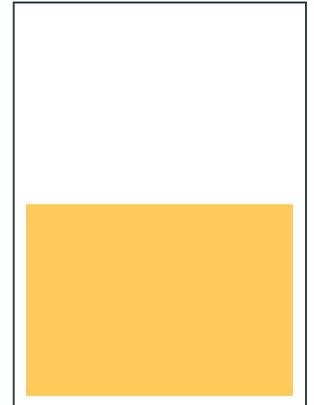
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and 4 color



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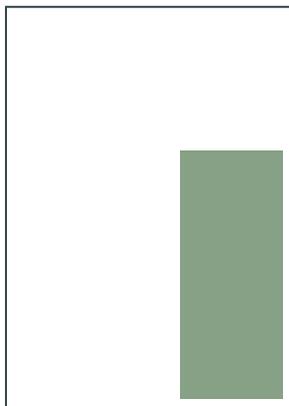
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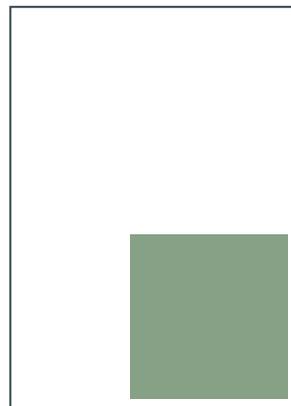
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1/4 Page

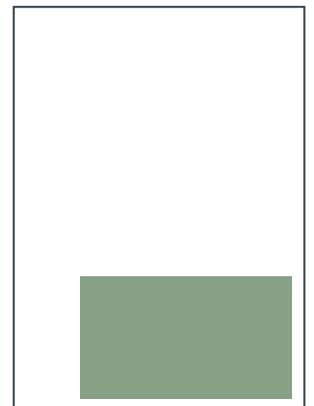
Black & White



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)