



**Career
Education**
REVIEW™

The Career College Information Source

MEDIA KIT



REACH THE ELITE IN HIGHER EDUCATION

The *original* Career College Information Source, **Career Education Review** (CER) is dedicated to providing top management, owners, sector leaders, and suppliers with the in-depth information required to operate a successful educational institution. With over 90 years in circulation, CER is a trusted ally in the admission, retention, placement, and education of millions of prospective students every year. We serve as the daily pulse of the career education community - bringing a snapshot of the news, trends, research, and upcoming events.



WHAT PEOPLE SAY ABOUT CER!

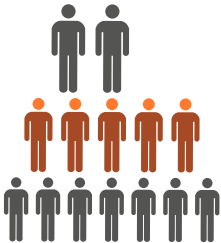
“Whether the news is good or bad, ugly or beautiful, I need my daily briefing - whether I like what I’m reading or not. And CER brings it to me quickly, formats for efficiency, and lets me dig deeper when I need to know more.”

Joel English, Vice President, Centura College/Aviation Institute of Maintenance

“Many articles are shared with staff and discussed in meetings. We find the variety of subjects incredibly helpful in maintaining a sector-wide perspective.”

Fred Freedman, President/CEO, Pima Medical Institute

CAREER EDUCATION REVIEW LOYAL READERS



81% are CEOs, COOs, Owners, Presidents and Vice Presidents

88% share their copy with 1 to 5 other people

92%

Use information from CER in their school or organization

54%

have been a subscriber for 5 or more years

Said they are likely to continue subscribing to CER

95%

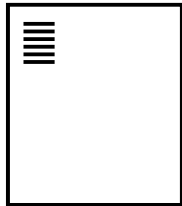
PRINT ADS



Print Advertising

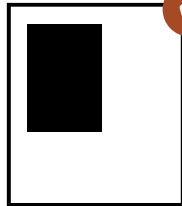


FREE DIGITAL SUPPLIER DIRECTORY LISTING: Logo and 50-word description for all advertisers with a 1/3-page ad or bigger.



Supplier Directory Listing

6 Lines of Text



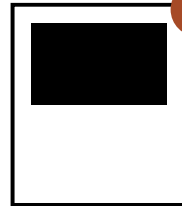
1/3-Page Ad

3.625"W x 5"H



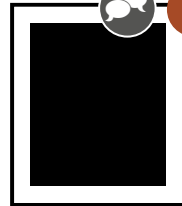
1/2-Page Ad Vertical

3.625"W x 7.75"H



1/2-Page Ad Horizontal

7.5"W x 4" H



Full-Page Ad

7.5"W x 7.75"H

SUBSCRIBER PRICE (This is the total price for 12 ads)

\$165

\$920

\$1,287

\$1,287

\$2,723

NON-SUBSCRIBER PRICE (This is the total price for 12 ads)

\$190

\$1,058

\$1,480

\$1,480

\$3,131

* These ads are for 1 year. Your ad will be placed in 12 issues of CER.



FREE CER Daily Email Promotion: Monthly opportunities to promote your press release, webinar or event for all advertisers with a full page ad.

Additional Print Opportunities

Full-Page Inside Cover (b&w)

7"W x 9"H

Full-Page Back Cover (b&w)

7"W x 9"H

Full-Page Inside Back Cover (b&w)

7"W x 9"H

Loose Insert (4-Color, 2-sided)*

8.5"W x 11"H

Bound-In Insert (4-Color, 2-sided)*

8.5"W x 11"H

1 AD

\$1,650 per ad

\$1,375 per ad

\$1,175 per ad

\$960 per ad

\$1,150 per ad

3 ADS

\$1,550 per ad

\$1,275 per ad

\$1,075 per ad

\$910 per ad

\$1,000 per ad

6 ADS

\$1,450 per ad

\$1,175 per ad

\$975 per ad

\$860 per ad

\$950 per ad

* Inserts have an additional insertion fee that is not included in the listed price.

ADVERTISE WITH US!

Call **920-264-0199** or email jfaubert@careereducationreview.net



DIGITAL ADS

Career Education Review's website is a one-of-a-kind resource for career education professionals. If you're thinking about expanding your business into the career education sector - CER is the source.

ADVERTISE WITH US! Call 920-264-0199 | Email jfaubert@careereducationreview.net



Rotating Top Banner (728 x 90 px)

10 spots available

\$550 per month

Over 10K impressions per month

Homepage Square Middle Banner

(1000 x 1000 px)

\$800 per month

AVERAGE OF OVER 17K IMPRESSIONS PER MONTH

Today's News Rotating Banner

(728 x 90 px) 5 spots available

*Most popular page on site

\$500 per month



Web stats

OVER 10K VIEWS PER MONTH

87%

Increase in sessions

72%

Increase in pageviews

63%

Increase in users



500+ members in our LinkedIn



Digital Supplier Directory Listing

Includes logo, contact information, link and short description (50-word maximum)

\$500 for the year



CER Daily News Email Banner (250 x 250)

*Email banners are per 1-month, 3-month, and 6-month commitments (discount for 3 and 6-month commitment available)

\$700 per month



Average 39% open rate and 21% click-through rate