



Distribution:

250,000 copies

of USA TODAY distributed to
750,000 readers

60,000 copies

180,000 readers

distributed at highly relevant industry conferences that include, but not limited to:

- 2018 Idealist Grad Fairs
- New York Business Expo & Conference
- 2018 NCAN Conference
- NAGAP Graduate School Fair
- UPCEA Regional Conferences
- 2018 AAACE Conference
- ACHE 2018 Annual Conference & Meeting
- NCCET 2018 Annual Conference
- Leadership in Higher Education Conference
- The Council for Adult and Experiential Learning International Conference
- Online Learning Consortium Accelerate Conference
- Coalition on Adult and Basic Education Conference
- NAGAP Annual Conference

Social Media Sharing/Reach:

10.5 million

Educationandcareernews.com

Target Audience:

- College Graduates, Executives, Employees/Employers, Educators, C-Suite, HR Managers, etc.

Continuing Education

Our economy has become increasingly dependent upon a highly educated workforce with predictions that state over 60% of jobs will require post-secondary education by 2020. Continuing education offers a way to enhance employability and career growth. This campaign will educate readers on the impact that continuing education can have on their careers while highlighting the accessible resources, such as online programs, that will allow them to take advantage of this in their busy life styles.

Important Campaign Information

Newspaper: USA TODAY

Targeted Markets: New York, Chicago, Los Angeles, Atlanta, Washington D.C., Boston (*happy to add more markets per request*)

Format: Tabloid; 12-16 Pages; Full-Color; Semi-Gloss

Campaign Website:
Educationandcareernews.com

Visit Our Studio

To learn more about our products and case studies!

<http://studio.mp/>

Key Editorial and Supporting Partners

- US Distance Learning Association
- Mississippi State University
- Strada Education Network
- Georgetown University
- Frontier Nursing University
- Coalition on Adult Basic Education
- National Council for Continuing Education & Training
- UPCEA
- Online Learning Consortium
- Association of MBAs
- National Adult Education Professional Development Consortium
- NAGAP
- The Council for Adult and Experiential Learning
- The National Career Development Association
- UpSkill America
- Association for Continuing Higher Education

Space
Confirmation

ASAP

Materials Due

8/25/18

Contract Due

10/10/18

Contact:

Jennifer Mak, Head Publisher

914-960-3473 | Jennifer.mak@mediaplanet.com

Sponsorship Opportunities:

- **STORYTELLING:** Sponsored Content piece on the topic of your team's choice. The piece would be written by one of our journalist and highlight leadership from your organization and two external sources of your choice to be quoted within the piece. For this option, we have one Full Page that can be broken down into a Half Page.
- **BRANDING:** Traditional Advertisement aligned directly with relevant content. We have one Full Page that can be broken down into a Half Page or Banner Placement.

STORYTELLING Package A: Full Page

Print

- Full Page, Sponsored Content of 600 words, written by Mediaplanet journalist
- Content piece included 1 inside source, and 2 outside sources
- 3 brand mentions
- High-res logo
- 50 copies for promotional use (additional copies available upon request)

Digital

- Sponsored Content piece of 600 words
- Exclusive support from our design team, including review of final proofs
- Minimum of 2,500 guaranteed readers to the relevant article
- 140 character text ad
- 100% SOV
- Detailed analytics upon campaign's conclusion
- License of our digital campaign for promotional use

Print Only Rate: \$22,000 NET

Print and Digital Combination: \$25,000 NET

STORYTELLING Package B: Half Page

Print

- Half Page, Sponsored Content of 300 words, written by Mediaplanet journalist
- Content piece included 1 inside source, and 2 outside sources
- 1 brand mention
- High-res logo
- 50 copies for promotional use (additional copies available upon request)

Digital

- Sponsored Content piece of 300 words
- Exclusive support from our design team, including review of final proofs
- Minimum of 2,500 guaranteed readers to the relevant article
- 140 character text ad
- 100% SOV
- Detailed analytics upon campaign's conclusion
- License of our digital campaign for promotional use

Print Only Rate: \$16,000 NET

Print and Digital Combination: \$19,000 NET

BRANDING Package C: Full Page

Print

- Full Page (9.75" x 10.25") full color tabloid
- 50 copies for promotional use (additional copies available upon request)
- Relevant editorial alignment

Digital

- Cube (300 x 250 pixels), Banner (600 x 160 pixels) on article level , Mobile (300 x 50 pixels), 140 text ad
- Minimum of 2,500 guaranteed readers to the relevant article
- 100% SOV
- Detailed analytics upon campaign's conclusion

Print Only Rate: 17,000 NET

Print + Digital Combination: 20,000 NET

BRANDING Package D: Half Page

Print

- Half Page (9.75" x 5") full color tabloid
- 50 copies for promotional use (additional copies available upon request)
- Relevant editorial alignment

Digital

- Cube (300 x 250 pixels), Banner (600 x 160 pixels) on article level , Mobile (300 x 50 pixels), 140 text ad
- Minimum of 2,500 guaranteed readers to the relevant article
- 100% SOV
- Detailed analytics upon campaign's conclusion

Print Only Rate: 12,000 NET

Print + Digital Combination: 15,000 NET

BRANDING Package E: Banner Placement

Print

- Banner Placement (9.75" x 2") full color tabloid
- 50 copies for promotional use (additional copies available upon request)
- Relevant editorial alignment

Digital

- Cube (300 x 250 pixels), Banner (600 x 160 pixels) on article level , Mobile (300 x 50 pixels), 140 text ad
- Minimum of 2,500 guaranteed readers to the relevant article
- 100% SOV
- Detailed analytics upon campaign's conclusion

Print Only Rate: 5,000 NET

Print + Digital Combination: 8,000 NET