



**Career
Education
REVIEW**
The Career College Information Source

MEDIA KIT



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ABOUT

REACH HIGHER EDUCATION DECISION MAKERS

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 SUBSCRIBERS SAY ABOUT CER!

“As a higher education leader, I rely on Career Education Review for admission and marketing trends, information on regulatory matters, best practices and operational insight.”

Tony Palmieri, President, Valley College

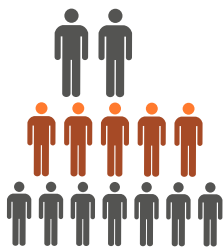
“Whether the news is good or bad, ugly or beautiful, I need my daily briefing - whether I like what I’m reading or not. And CER brings it to me quickly, formats for efficiency, and lets me dig deeper when I need to know more. ”

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

“There has never been a more important time to stay informed, learn from sector experts and be involved than right now. Career Education Review is there month in and month out for our entire leadership team.”

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

54% have been a subscriber for 5 or more years

92%

Use information from CER in their school or organization

Said they are likely to continue subscribing to CER

95%

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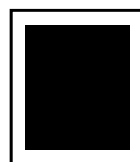
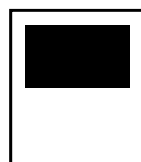
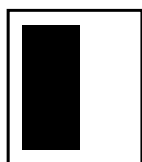
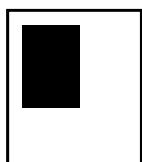
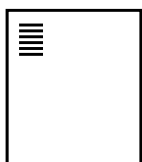
PRINT ADVERTISING

Print Advertising

Black & White Ad Rates

Ads are for 1 year and will be placed in 12 issues of CER

Ad Description	Ad Size	Ad Price for the Year
1 Supplier Directory Listing	6 Lines of Text	\$165
1/3-Page Ad	3.625"W x 5"H	\$920
1/2-Page Ad Vertical	3.625"W x 7.75"H	\$1287
1/2-Page Ad Horizontal	7.5"W x 4" H	\$1287
Full-Page Ad	7.5"W x 7.75"H	\$2723



Additional benefits for print and digital advertising:

- ✓ **Free Digital Supplier Directory listing** - available to all print advertisers
- ✓ **Free 50-word description in CER Daily News emails** - available to all advertisers
- ✓ **Free logo and short description in Digital Supplier Directory** - available to all advertisers with a 1/3-page ad or bigger ad
- ✓ **Free promotion in the CER Daily News emails** - available to all digital advertisers and full-page print advertisers (You can promote events, papers, webinars, blog post, press releases, etc.)

Additional Print Opportunities

Ad Description	Ad Size	Price Per Ad
Full-Page Inside Cover	7"W x 9"H	\$700
Full-Page Back Cover	7"W x 9"H	\$600
Full-Page Inside Back Cover	7"W x 9"H	\$500
Loose Insert (4-Color 2-side)	8.5"W x 11"H	\$750
Bound-In (4-Color 2-side)	8.5"W x 11"H	\$850



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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.

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Rotating Top Banner (728 x 90 px)

10 spots available

\$550 per month

Over 10K impressions per month

Square Middle Banner

(250 x 250 px)

\$800 per month

AVERAGE OF OVER 27K IMPRESSIONS PER MONTH

Second Square Middle Banner

(250 x 250 px)

\$700 per month

AVERAGE OF OVER 23K IMPRESSIONS PER MONTH

Digital Supplier Directory Listing

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

\$500 for the year

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

**Minimum banner commitment is 1 month. Discounts available for 3 month, 6 month and 1 year commitments.*



Sponsored Content on Homepage

\$500 per post

Job Listing

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