

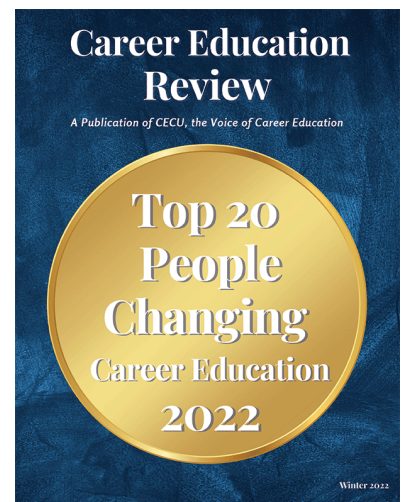
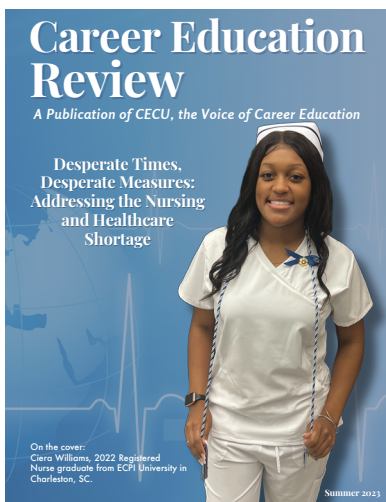


A Publication of CECU, the Voice of Career Education

CER Media Kit

REACH HIGHER EDUCATION DECISION MAKERS

Career Education Review (CER), a publication of Career Education Colleges and Universities (CECU), is dedicated to providing top management, owners, sector leaders, and suppliers with the in-depth information required to operate a successful educational institution. With more than 95 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.



Career Education Review Readers



350+

CECU executive members receive each print magazine issue.



6,600+

Total distribution of print and online magazine for each issue.



Online version is now open to all of higher education and the public.

ADVERTISE WITH US!

Email Jenny Faubert at Jenny.Faubert@career.org

CER Media Kit

Print Advertising

Annual Color Ad Rates

Career Education Review is published four times a year. The prices listed below is the total for four ads.

| Ad Description | Ad Size | Ad Price |
|-----------------------------|------------------|------------------|
| 1/3-Page Ad | 3.625"W x 5"H | \$2,000/per year |
| 1/2-Page Ad | 3.625"W x 7.75"H | \$3,000/per year |
| Full-Page Ad | 7.5"W x 7.75"H | \$4,000/per year |
| Full-Page Inside Cover | 8.5"W x 11"H | \$2,000/per ad |
| Full-Page Inside Back Cover | 8.5"W x 11"H | \$1,000/per ad |

Additional Benefits for Print Advertising

- ✓ Advertisers can link their color ad to a landing page of their choice.
- ✓ Advertisers will be able to submit articles for the CER website. Articles will be open to the public for anyone to access and promoted in the Daily News emails. When articles are first published, they will be on the homepage of the CER website. We will accept one to two articles a year for annual advertisers.
- ✓ The Supplier Directory will be located at the end of the issue listed in alphabetical order and listed on the CER website.

Digital Advertising Opportunities

| Ad Description | Ad Size | Ad Price |
|--|--|------------------------------------|
| Rotating Top Banner (10 spots available) | 728 x 90 pixels | \$550/per month |
| Square Middle Banner | 250 x 250 pixels | \$800/per month |
| Daily News Email Banner (Nearly 3,000 subscribers) | 250 x 250 pixels | \$24,000/year or \$2,000/per month |
| Sponsored Content | Article on CER website | \$500/per post per month |
| Career Education Report Podcast (Nearly 500 downloads monthly) | Logo on Career Education Report page, sponsored by in two email promotions, per month, ad read at the beginning and middle of the podcast. | \$750/month |

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CER Sponsorship Opportunities

2023 Exceptional Educator Awards Sponsorships

In the winter issue of Career Education Review we will celebrate exceptional teachers in the postsecondary career education sector. These awards will recognize and honor faculty who have demonstrated outstanding dedication, commitment, and excellence in the field of teaching and learning.

Enhance your brand visibility by sponsoring the CER Exceptional Educator Awards. Your organization will gain significant exposure and recognition among influential career education leaders and other stakeholders in the sector. Additionally, your sponsorship will contribute to the advancement of educational excellence and innovation and help recognize and reward educators who make a significant difference in students' lives.

Presenting Sponsor - \$10,000 (1 available)

- Company logo on the cover
- Full page color ad on the inside front cover
- Logo in email announcing the release of CER's Exceptional Educator Awards, sent to more than 6,600
- Logo on the plaques sent to Award winners
- Article in the issue

Gold Sponsor - \$5,000

- Company logo on page of award category. The winners will be categorized based on the various industries they focus on. For example, automotive, medical assisting, etc.
- Full page color ad in the issue
- Article in the issue



The year-end awards are consistently the most eagerly anticipated and widely read CER publication. Awardees and school leaders are honored by this recognition and often display the award in addition to sharing it across social media platforms and among their colleagues.

Additional Advertising Opportunities

| Ad Description | Ad Size | Ad Price |
|-----------------------------|------------------|----------------|
| 1/2-Page Ad | 3.625"W x 7.75"H | \$2,000/per ad |
| Full-Page Ad | 7.5"W x 7.75"H | \$3,000/per ad |
| Full-Page Inside Back Cover | 8.5"W x 11"H | \$4,000/per ad |

Confirm your sponsorship today! The deadline for sponsorships is October 16, 2023. Contact Jenny Faubert for more information at 571-970-6391 or Jenny.Faubert@career.org.