

# Campus Recruit Magazine

[www.campusrecruitmag.com](http://www.campusrecruitmag.com)

## Editorial

### **A Note from the Publisher:**

Campus Recruit Magazine is aimed at preparing students for careers after college. It features information and advice on career, education, health and fitness, entertainment, technology, 'Our World' and a section called 'Smarts' on tips for college students. The magazine touches on issues that matter to students, on every aspect of college life. Founded by a graduate of the Massachusetts Institute of Technology (MIT) engineering and business schools, the magazine provides unique insight on the college experiences of students from various backgrounds in various disciplines, and what they are interested in. With a readership of over 100,000 students and growing, the magazine is a publication that advertisers trust as their marketing partner.

### **Editorial Mission**

Campus Recruit Magazine is written for college students and high school graduating seniors across the United States. Its mission is to educate, inform and entertain students across the nation. It will prepare students in areas that will help them develop the skills they need to attain a fulfilling career.

### **Editorial Highlights:**

Each issue of Campus Recruit will feature successful CEOs or senior executives of companies across the country. It will tell their stories of how they got into the positions they are in today, and what key decisions made, both academically and professionally helped them get there. In addition to sections on career, education, and such, each issue will also contain a section called "Memoirs of a College Student," where students write about their college experiences. A section on how to stay healthy on campus will also be included, for example, articles featuring "How to Lose the Dreaded Freshman 15 Pounds", or "How to Eat Healthy on a Budget".

### **Departments:**

- The Interview
- Career
- Education
- Health and Fitness
- Entertainment and Travel
- Technology
- Smarts
- Our World

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## The Market

According to the U.S. Department of Education, National Center for Education Statistics, there are over 17 million college students in the United States, and this number is growing. This group wields over \$20 billion in discretionary spending power.

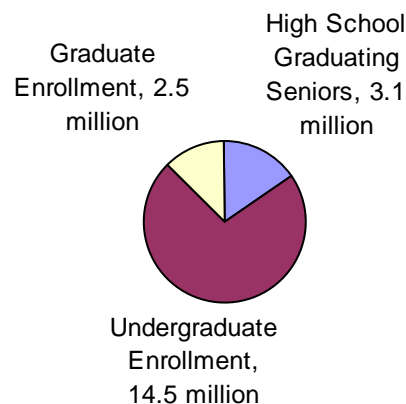
Career-wise, 55% of students we surveyed did or plan on doing an internship while in college. 64% of students we surveyed plan to look for a full time job after college. Over 80% of students we surveyed said finding the right career was important to them.

Campus Recruit Magazine is aimed at reaching college students and graduating high school seniors and providing them with valuable information and advice that will help them develop the skills they need to attain a fulfilling career. In addition to a career information section, the magazine will also feature sections on education, health and fitness, entertainment, technology, 'Our World' and a section called 'Smarts' on tips for college students.

Campus Recruit magazine is targeted towards college students and graduating high school seniors across the United States. It will fill the career resource gap that exists in the college campus community. The magazine will feature articles on choosing the right career for you, how to answer the difficult interview questions and many more. It will also feature CEOs or senior executives of companies around the country and give a view of how they got to where they are today and what college and job choices they made along the way.

Since Campus Recruit magazine is mainly targeted towards college students (both undergraduate and graduate) and graduating high school students, our readers are typically between the ages of 17 to 35 years old.

### United States Student Population Statistics



Source: U.S. Department of Education, National Center for Education Statistics, 2002

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## Advertising Contract

NEW: Fill out your ad contract online at: [www.campusrecruitmag.com/advertise](http://www.campusrecruitmag.com/advertise)

COMPANY: \_\_\_\_\_ CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

WEBSITE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

### PRINT ADVERTISING:

AD SIZE:  FULL PAGE  1/2 PAGE (HORIZ.)  1/2 PAGE (VERT.)  
 2/3 PAGE (HORIZ.)  1/3 PAGE (HORIZ.)

ISSUES:  SPRING  SUMMER  FALL  WINTER  
*On sale month: April* *On sale month: July* *On sale month: September* *On sale month: January*

### POSITIONING INSTRUCTIONS:

GUARANTEED AD POSITION *add 10%*  AD POSITION REQUEST *not guaranteed*

POSITIONING INSTRUCTIONS: \_\_\_\_\_

### MATERIALS & INSTRUCTIONS:

NEW CLIENT  RENEWAL  
 WE NEED CREATIVE SERVICES  PICK UP *Issue* \_\_\_\_\_  PICK UP WITH CHANGES  
 WE WILL SUPPLY OUR OWN AD \_\_\_\_\_  NEW MATERIALS  WE NEED CREATIVE SERVICES  
*Specify date of delivery*  WE WILL SUPPLY OUR OWN AD \_\_\_\_\_  
*Specify date of delivery*

PRODUCTION CONTACT: \_\_\_\_\_ EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

NOTES: \_\_\_\_\_

*All print materials must be received by the close date with instructions or ad cannot be guaranteed by the publisher. Publisher disclaims all responsibility for omissions and errors*

### PAYMENT TERMS & CONDITIONS:

- A minimum deposit of 25% must be paid upon signing of the contract.
- All ads must be paid in full 30 days after the materials close date of the issue/issues contracted.  
Materials close dates: Issue 1 \_\_\_\_\_ Issue 3 \_\_\_\_\_  
Issue 2 \_\_\_\_\_ Issue 4 \_\_\_\_\_
- Any other arrangements must be approved by the business office of Campus Recruit, LLC.
- Check, Money Order, Visa/Mastercard accepted.

COST PER AD \_\_\_\_\_  
FREQUENCY \_\_\_\_\_  
OTHER \_\_\_\_\_  
TOTAL \_\_\_\_\_  
DOWN PAYMENT \_\_\_\_\_  
BALANCE DUE \_\_\_\_\_

CLIENT SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_ DATE \_\_\_\_\_

CAMPUS RECRUIT REPRESENTATIVE \_\_\_\_\_ TITLE \_\_\_\_\_ DATE \_\_\_\_\_

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## Print Advertising Rates

### BLACK & WHITE

AD SIZE	1X	2X	3X	4X
FULL PAGE	\$3,750	\$3,400	\$3,150	\$3,000
2/3 PAGE	\$2,800	\$2,550	\$2,350	\$2,250
1/2 PAGE	\$2,200	\$2,000	\$1,900	\$1,800
1/3 PAGE	\$1,400	\$1,300	\$1,200	\$1,100

### COLOR

AD SIZE	1X	2X	3X	4X
FULL PAGE	\$4,000	\$3,700	\$3,400	\$3,200
2/3 PAGE	\$3,000	\$2,700	\$2,500	\$2,300
1/2 PAGE	\$2,400	\$2,200	\$2,000	\$1,900
1/3 PAGE	\$1,600	\$1,400	\$1,300	\$1,200

### COVERS

	1X	2X	3X	4X
INSIDE COVER	\$5,500	\$5,000	\$4,700	\$4,400
OUTSIDE COVER	\$6,600	\$6,000	\$5,600	\$5,300

### ON SALE & CLOSING DATES

Ad Deadline	SPRING 2007	On Sale Month
3/26/07		April 2007
Ad Deadline	SUMMER 2007	On Sale Month
6/15/07		July 2007
Ad Deadline	FALL 2007	On Sale Month
8/15/07		September 2007
Ad Deadline	WINTER 2007	On Sale Month
12/15/07		January 2008

*A 10% premium will be charged for preferred position.*

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## Ad Specifications

### MAGAZINE SPECS:

**TRIM SIZE:** 8" x 10.5"

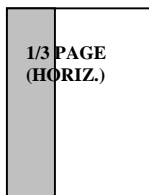
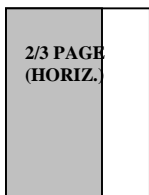
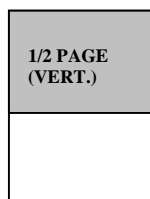
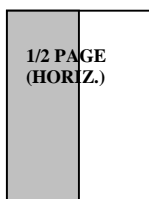
**BINDING PROCESS:** Perfect Bound

**PRINTING PROCESS:**

Web Offset • 133 line screen (150 line screen/cover ads)

4 Color • 2400dpi

### AD LAYOUTS:



### AD SIZE

### WIDTH

### HEIGHT

COVER	(SEE BELOW)	
FULL PAGE	(SEE BELOW)	
2/3 PAGE	4.625"	9.5"
1/2 PAGE (H)	7"	4.5"
1/2 PAGE (V)	4.625"	7"
1/3 PG (V)	2.25"	9.5"

**FULL PAGE SIZES: NO BLEED:** 7 X 9.5

**WITH BLEED:** 8.25 X 10.75 / TRIM SIZE 8 X 10.5

**"LIVE" AREA** 7.25 X 9.75

### CONTACT INFORMATION

CAMPUS RECRUIT, LLC  
149 BOLIVAR ST, SUITE B2  
BOSTON, MA 02021  
TELEPHONE: 1-800-403-4236  
FAX: 1-800-406-9205  
EMAIL: [advertise@campusrecruitmag.com](mailto:advertise@campusrecruitmag.com)  
[www.campusrecruitmag.com](http://www.campusrecruitmag.com)

Visit our website for information on Premium Design Services!  
A copy of the media kit can also be downloaded from our website.

### AD MATERIAL SPECIFICATIONS

You are responsible for providing files that meet the ad specifications. If you need assistance or have questions regarding this information, please call us today at 1-800-403-4236 between the hours of 9am -5pm Mon-Fri. If the ad specs are not met, we will contact you to obtain new files or fonts depending on deadline schedules. If you do not respond to our request for revised files, we cannot guarantee the final output quality of your ad.

#### IF SUPPLYING SEPARATE AD MATERIALS SUCH AS IMAGE AND COPY:

1. We offer advertisement design services free of charge (a \$150 value). Please provide photo(s) as specified below and text for your ad. You will be allowed up to 3 revisions of your advertisement (additional revisions cost \$50 per revision)
2. All images must be high resolution (300 dpi, CMYK format). We cannot accept web images. If low resolution artwork is supplied, Campus Recruit magazine will not be responsible for output quality of final advertisement. Photos from digital camera: please be sure the photo is as large as possible. We will not be able to use photos from digital cameras that are too small. If you are unsure about the size, please send file(s) to us and we will test your digital photos to see if they will work.
3. TIFF, JPEG, or EPS formats are acceptable file formats for images. Please email images separately or mail on disc to address below.
4. Please do not send your image inside a Microsoft Word document. Microsoft Word files will be accepted for use of text copy only. Please send images in high resolution format separately.

#### PDF FILES (HIGH RESOLUTION VIA DISC OR EMAIL) - MUST MEET THE FOLLOWING SPECIFICATIONS:

1. Images within pdf MUST be 300 dpi or higher. Please do not use web images.
2. Images must be CMYK (no RGB web images)
3. Please remove color profiles from all images.
4. Fonts must be embedded within the pdf
5. PDF files must be created and distilled at 2400 dpi
6. Please call our office if you do not understand these specs

#### PRESS-READY ADS SUPPLIED ON DISC (PHOTOSHOP):

1. Adobe photoshop Windows format, with all supporting images and fonts.
2. Supply a color proof with your ad.
3. All images supplied must be provided at high resolution (300 dpi minimum).
4. Images must be in CMYK format (please no Pantone spot colors or web images).
5. Please remove color profiles from all images.

• Ads requiring color matching must be supplied with a color proof meeting SWOP standards (digital or analog.) If color reproduction is not critical, we will accept proofs not meeting SWOP standards but will not be responsible for matching these proofs on press. They will be used for digital ad content only.  
• If supplying full page ad with bleed, please allow at least 1/4" (1/2" preferable) margin on outside of ad. Campus Recruit magazine will not be responsible for ads containing text within this area. Please refer to ad sizes chart.

### ON SALE & CLOSING DATES

	SPRING 2007	
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3/26/07		April 2007
	SUMMER 2007	
Ad Deadline		On Sale Month
6/15/07		July 2007
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8/15/07		September 2007
	WINTER 2007	
Ad Deadline		On Sale Month
12/15/07		January 2008

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## University Distribution

Campus Recruit is targeted toward college students (undergrad and grad), recent college graduates, as well as graduating high school seniors. The magazine is distributed nationally, but our main distribution hubs are in Massachusetts, California, Georgia, Florida and Texas. The magazine provides students with valuable information and advice that will help them develop the skills they need to attain a fulfilling career. In addition to a career information section, the magazine also features sections on education, health and fitness, entertainment, technology, 'Our World' and a section called 'Smarts' on tips for college students. With a readership of over 100,000 students and growing, the magazine is a publication that advertisers trust as their marketing partner.

### Massachusetts Universities:

Amherst College  
Boston College  
Boston University  
Clark University  
Curry College  
Harvard University  
Massachusetts Institute of Technology  
Northeastern University  
Regis College  
Smith College  
Suffolk University  
Tufts University  
University of Massachusetts  
    Amherst  
    Boston  
    Dartmouth  
    Lowell  
Wellesley College  
Wentworth Institute of Technology  
Worcester Polytechnic Institute

### California Universities:

California Institute of Technology  
Pepperdine University  
Stanford University  
University of California  
    Berkeley  
    Los Angeles  
University of San Diego  
University of San Francisco  
University of Southern California

### Georgia Universities:

Clark Atlanta University  
Emmanuel College  
Emory University  
Morehouse College  
Spelman College  
Georgia Institute of Technology  
Georgia State University  
University of Georgia

### Texas Universities:

Rice University  
Texas A&M University, College Station  
Texas Tech University  
Trinity University  
University of Dallas  
University of Houston  
University of Texas, Austin

### Florida Universities:

Florida Agricultural & Mechanical University  
Florida Institute of Technology  
Florida State University  
University of Florida

### Partial list of other universities served:

Columbia University - NY  
Cornell University - NY  
New York University - NY  
Rutgers University - NJ  
Princeton University - NJ  
George Washington University - DC  
Georgetown University - DC  
Howard University - DC  
Penn State, University Park - PA  
Loyola University, LA  
Nicholls State University, LA  
Tulane University, LA  
University of New Orleans, LA  
Xavier University, LA