

# Target juniors or seniors- College Outlook with MyMajors

Townsend's **College Outlook** with **MyMajors** is a comprehensive program that connects your school with students, their parents and counselors through multiple channels



College Outlook and MyMajors are the most influential recruitment combination promoting higher education to more than 1.5 million students, parents and educators looking for the ideal college and essential information for preparing high school students for college life.

With an online reach of more than 100,000 students per month and magazine distribution of 1 million copies, MyMajors and College Outlook are a must in your recruitment plan.

### Program Features and Benefits

- Direct-to-home delivery to 200,000 geo-demographically selected students
- In-School delivery of 800,000 through counselors that have requested and agreed to use the tools with their students
- Self-initiated, selective inquiries sent weekly in your preferred format
- Customized college profiles on the web with one-click access to your website
- Feeder schools - option to submit schools to reach your target market
- Less than \$.10 per student
- National, regional and local versions available.
- Editorial submission accepted
- Search list of High Achieving students within your target area from MyMajors. (Add selectivity filters at no additional charge)
- Magazine and MyMajors are Free to students, parents and families
- Text Marketing Solutions - Reach students through the communication tool they use everyday
- Reply card in magazine and online with e-mail response on your behalf to drive interested students to your Web site.



## 1. Recruitment and Lead Generation

Townsend's College Outlook with MyMajors is a comprehensive program that connects with students, counselors and their parents through multiple channels. Connect through online and offline methods.

## 2. Student Advisement

MyMajors helps them explore and connect with a major that fits their skill level and personality while College Outlook magazine provides information to parents, counselors and students on the ever important decision-making process of choosing a school and a fulfilling career. Both offer information on school admission processes, financial aid, and campus trends.

## 3. Retention

MyMajors matching capabilities and targeted College Outlook publication connect you with the best-fit students, increasing the likelihood they will have a better experience and continue on through graduation.

### Editorial Focus:

- Selecting a major leads to fiscal responsibility/financial aid story
- Importance of finding the right major/Leading majors at colleges and universities
- Hot majors equals hot careers
- Campus tours, including virtual tours
- Unique majors created by the students themselves
- Studying abroad/applicable majors
- Real advice from professors - how to get the most out of a college class, what really works in a class
- Community outreach done by the college and its students
- How students can translate academic success into career fulfillment

	A	B
MyMajors Junior or Senior search and lead generation program	Your state and 2 additional states	Your state and 1 additional states
E-mail connect with desired students	Yes	Yes
College Outlook Text Response	Single Page Yes	1/2 Page Yes

For rate information please contact:  
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