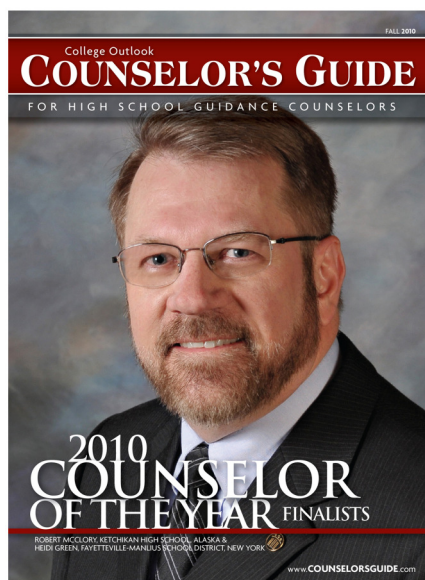


Strengthen your **relationships with Counselors**

Townsend's Counselor's is a comprehensive program that connects your school with Counselors through multiple channels



Specifically designed to reach guidance counselors in more than 20,000 high schools across the country; the Counselor's Guide Program provides an array of educational and career information to pass along to students. College admission essays, finding and applying for scholarships, internship experiences and basic preparation tips for college are all topics discussed in depth in this program.

- The Resource for Counselors
- Reaches 93% of all High School Counselors
- 25,000 Copies @ Less than \$.12 per copy
- More than 15,000 receive monthly newsletter
- Featured School on Web site and newsletter
- Profiled listing in magazine allows you to showcase what's unique about your school
- National Exposure
- Offers advice, tips, and resources for student's college preparation
- Features "Counselor of the Year."
- Free to Counselors
- Editorial Submissions accepted

1. Counselor's Guide in Print

Townsend's Counselor's Guide provides year-round presence in the counselor's office of your target schools. A resource with shelf-life in an age where everything disappears when you hit refresh.

2. Monthly E-mail Newsletter

More than 15,000 counselors and principals receive our monthly newsletter - The Prerequisite. The **open rate** is consistently **over 20%** and click through on that averages 80%.

3. CounselorsGuide.com

A portal containing all of the content from the magazine and newsletter. Counselor's can connect with colleges through the blogs and networking functionality.

Sign up for an account today at www.counselorsguide.com

Counselor's Program			
	A	B	C
Featured college in Counselor's e-mail Newsletter	Yes	Yes	Yes
College Outlook Counselor's Guide Issue	2 Page Spread	Single Page	1/2 Page
Profile listing in Counselor's Guide to feature unique aspects of your school	Yes	Yes	Yes
Counselors-guide.com featured college with link to your site	Yes	Yes	Yes
Online account to reach out to counselor's	Yes	Yes	Yes

Editorial Focus:

- Interview with high school counselors who were runners-up for "Counselor of the Year"
- Top counselors and why they succeed
- Financial aid story
- What tips should counselors give high school students? Application process? Scholarships? How they help students select a major?
- Questions from parents for counselors
- How students can best prepare for the college application process and how parents can help. - provided by independent and school counselors

Magazine Distribution: 25,000

Publication Cycle: Fall

E-mail database: More than 16,000 and growing

Zoning: National

For rate information please contact:
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