

# Art Students Program

**Townsend's Eclectic is a comprehensive program that connects with students, counselors and parents through multiple channels**



Eclectic reaches future artists with distribution directly into High School art teachers' classrooms. Eclectic encompasses a gamut of topics including how to choose the right college, portfolio preparation, current trends and other helpful information for all types of visual, performing and digital arts degree seeking students.

We encourage your institution to submit student artwork to be featured throughout the publication. Eclectic is a great reference guide for directing students toward the benefits of enrolling in your arts programs.

## 1. Recruitment and Lead Generation

Townsend's Eclectic is a comprehensive program that connects with art students, Art instructors, counselors and parents through multiple channels. Connect through online and offline methods.

## 2. Student Advisement

MyMajors helps students explore and connect with a major that fits their skill level and personality while Eclectic 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 Eclectic publication connect you with the best-fit students, increasing the likelihood they will have a better experience and continue on through graduation.

### Program Features and Benefits

- 1,500 High Schools Nationwide
- Circulation: 30,000
- High Schools selected based on Advertisers target market
- Magazine and MyMajors are Free to students, parents and families
- Text Marketing Solutions - Reach students through the communication tool they use everyday
- Student Reply Card listing for your school
- Exposure, Online Reply Card and Listing on [www.eclecticoutlook.net](http://www.eclecticoutlook.net)
- Mixed Media Chart: showcases all art departments



### Editorial Focus:

- Art Internships in Today's Creative Economy
- Life After Art School
- Going Green with a Cause
- Art Students Seek Similar Minds in Art Associations
- Editorial Submissions Accepted

Art Student Programs - Eclectic			
	A	B	C
MyMajors - Art in Top 5 recommended majors, you choose grad year	Your state and 3 additional states	Your state and 3 additional states	Your state and 1 additional states
E-mail connect with desired students	Yes	Yes	Yes
Eclectic - National focus spring	Single Page	1/2 Page	Profile Listing
Text Response	Yes	Yes	Yes

For rate information please contact:  
 Townsend Communications, Inc. | 20 E. Gregory Blvd. • Kansas City, MO. 64114 | 1-800-274-8867  
[www.collegeoutlook.net](http://www.collegeoutlook.net) : [www.mymajors.com](http://www.mymajors.com)