

# High Achieving Students Program

**Townsend's Achieve is a comprehensive program that connects with students and their parents through multiple channels**



Achieve and MyMajors are the most influential recruitment combination promoting higher education to more than 100,000 high achieving (=>B+) students, parents and educators looking for the ideal college and essential information for preparing high school students for college life.

These students are leaders in and out of the classroom and continuing to higher education. College admission essays, finding and applying for scholarships, internship experiences and basic preparation tips for college are all topics discussed in depth in the Achieve publication.

#### Program Features and Benefits:

- 50% in home, 50% in targeted High Schools
- 100,000 Copies
- Advice, tips, and resources for student's college preparation
- Honor Programs and Merit Scholars
- Free to Counselors, Students and Parents
- National Exposure for less than \$.06 per copy
- Magazine and MyMajors are Free to students, parents and families
- Editorial submission accepted
- Search list of High Achieving students within your target area (Add selectivity filters at no additional charge)
- 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 Achieve is a comprehensive program that connects with high-achieving students, counselors and their 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 Achieve 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 Achieve publication connect you with the best-fit students, increasing the likelihood they will have a better experience and continue on through graduation.

#### Editorial Focus:

- **Resources** - What colleges really look for in a student and the right questions to ask during college visits
- **Health and Wellness** - Sleep, wellness centers, immunizations
- **Money Matters** - Merit can pay for college, Avoid Scholarship Scams
- **Honors Programs** - An All-American way to get more out of college
- **On Campus** - Tips for a successful transition
- **Survival Tips** - 10 easy steps to start your college career off right

High Achievers Program

	A	B
B+ Students in MyMajors database	Your state and 2 additional states	Your state and 1 additional states
E-mail connect with desired students	Yes	Yes
College Outlook Achieve Issue - National focus	Single Page	1/2 Page
Text Response	Yes	Yes

For rate information please contact:  
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