

Transitioning Students Program

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



Transition 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.

Transition is designed specifically for community college students. This valued program helps students take the next step to a 4-year institution. Because the Community College population has grown significantly, Transition is now published twice a year. With our feeder school program, you can connect with the schools you are most likely to recruit.

1. Recruitment and Lead Generation

Townsend's Transition is a comprehensive program that connects with transfer students, 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 Transition 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 Transition 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

- Total circulation of 60,000 per edition, with a concentration in advertiser desired states and secondary markets. (less than \$.08 per copy)
- Reaching over 1500 Community Colleges nationwide (89% of all U.S. Community Colleges)
- Distributed twice annually (Spring & Fall).
- National Exposure
- Text Marketing Solutions - Reach students through the communication tool they use everyday
- Feeder schools - Community Colleges you want to target
- FREE to community college guidance centers
- Reply card in magazine and online
- Web exposure via advertiser listing at transitionoutlook.net and mymajors.com
- MyMajors search list of Transitioning students - filter for more selectivity at no additional cost
- Editorial Submissions accepted (published as space available)



Transfer Student Program				
	A	B	C	D
Community College Students in MyMajors database	Your state and 2 additional states	Your state and 1 additional states	Your state and 1 additional states	Your state and 1 additional states
E-mail connect with desired students	Yes	Yes	Yes	Yes
College Outlook Transition Issue - National or regional focus	Single Page - National	Single Page - One Region	Half Page - National	Half Page - One Region
Text Response	Yes	Yes	Yes	Yes

Editorial Focus

- Financial aid for transfer students
- Career fair tips
- Certain majors, bigger draw for transfer students
- Mistakes and challenges for transfer students
- Transfer students can find happiness
- Transition campus visits
- Winning in college

For rate information please contact:
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