

# 2015 College Fair Guide

## Columbus Kiwanis College Fair

On Monday, September 21<sup>st</sup>, the Kiwanis Club will host the 36th annual Columbus Kiwanis College Fair. This day-long event draws in over 3,500 students throughout the Columbus City School District, in addition to parents and community members throughout Franklin County.

The College Fair Guide will be distributed on Sunday, September 13<sup>th</sup>, giving students and parents the opportunity to prepare and plan for the event in advance. The College Fair Guide will include a listing of over 170 colleges and universities, a schedule of the day's programs and workshops, editorial content on the college application process, and resources for prospective students and their parents. Additionally, the College Fair Guide will feature outstanding Central Ohio students and their accomplishments. This publication will allow you to showcase your institution before local high school students and parents.

The College Fair Guide will be distributed to nearly 200,000 homes throughout Central Ohio. An additional 5,000 copies will be passed out at the event. With relevant content and a long shelf-life, this publication will be referred to by prospective students, parents, and college counselors throughout the 2015 college application process.

### FULL PAGE PACKAGE- \$4,500

- 100% of page 4color ad in college fair guide
- 80,000 desktop impressions served on Dispatch.com; behaviorally targeted to parents with children 15-18
- 50,000 mobile impressions served on The Columbus Dispatch mobile app; targeted to the homepage and news sections

### HALF PAGE PACKAGE- \$2,500

- 50% of page 4color ad in college fair guide
- 80,000 desktop impressions served on Dispatch.com; behaviorally targeted to parents with children 15-18

### ENHANCED LISTING- \$50

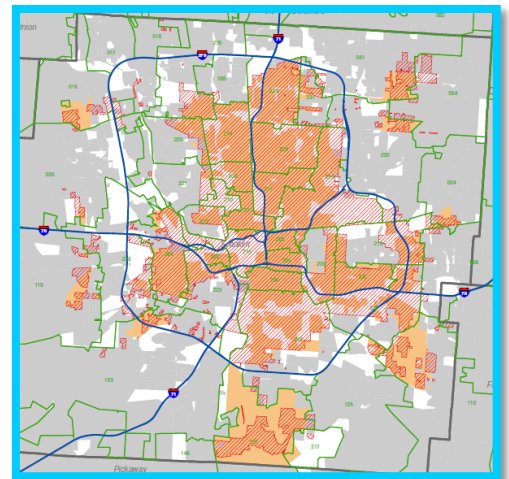
- Highlighted school name in listing, website link, contact name and phone number

### PRODUCT DETAILS

- Finished Size: 7.25 x 9.875
- Image Area: 6.75 x 9.375
- Paper: 42.5 Equal Offset (83 bright)

### DISTRIBUTION DETAILS

199,433 copies will be distributed to a zoned area of the Columbus City School District through the Sunday total market coverage product, The Bag. 5,000 copies will be passed out at the event on Monday, September 21<sup>st</sup>, as well as to local college counselors throughout Columbus City Schools.



### RESERVATION DEADLINE

Monday, August 17

### CREATIVE DEADLINE

Friday, August 21

### PUBLICATION DATE

Sunday, September 13

To reserve ad space, contact Elizabeth Mundy  
at 614-461-7547 or [emundy@dispatch.com](mailto:emundy@dispatch.com)

