

A photograph of a college entrance featuring a red brick building with large white columns and arched windows. Several students with backpacks are walking up the steps. The word "Money" is overlaid in large blue font, and "COLLEGE" is overlaid in large black italicized font.

# Money *COLLEGE*

Your roadmap to finding the best higher-education fit for your child

# A NATIONAL DIALOGUE: “HOW DO WE PAY FOR COLLEGE?”

With the cost of tuition hurtling ever northward, the value of a college education – long considered a linchpin of the American Dream – is suddenly under discussion

## IN THE NEWS

*“With every thrilling acceptance comes something far less welcome: the heart-stopping reality of what it all costs.”*  
- New York Times

*“The earnings gap between young adults with and without bachelor’s degrees has stretched to its widest level in nearly half a century. It’s a sign of the growing value of a college education despite rising tuition...”*  
- Boston Globe

*“At a time when the cost of college has grown faster than health care, recent graduates are struggling with tens of thousands of dollars in student loan debt and many of those who have earned a degree are struggling to find work...”*  
- Forbes

## AROUND TOWN

75%

*Of Americans think a college education has become too expensive for most people to afford*

55%

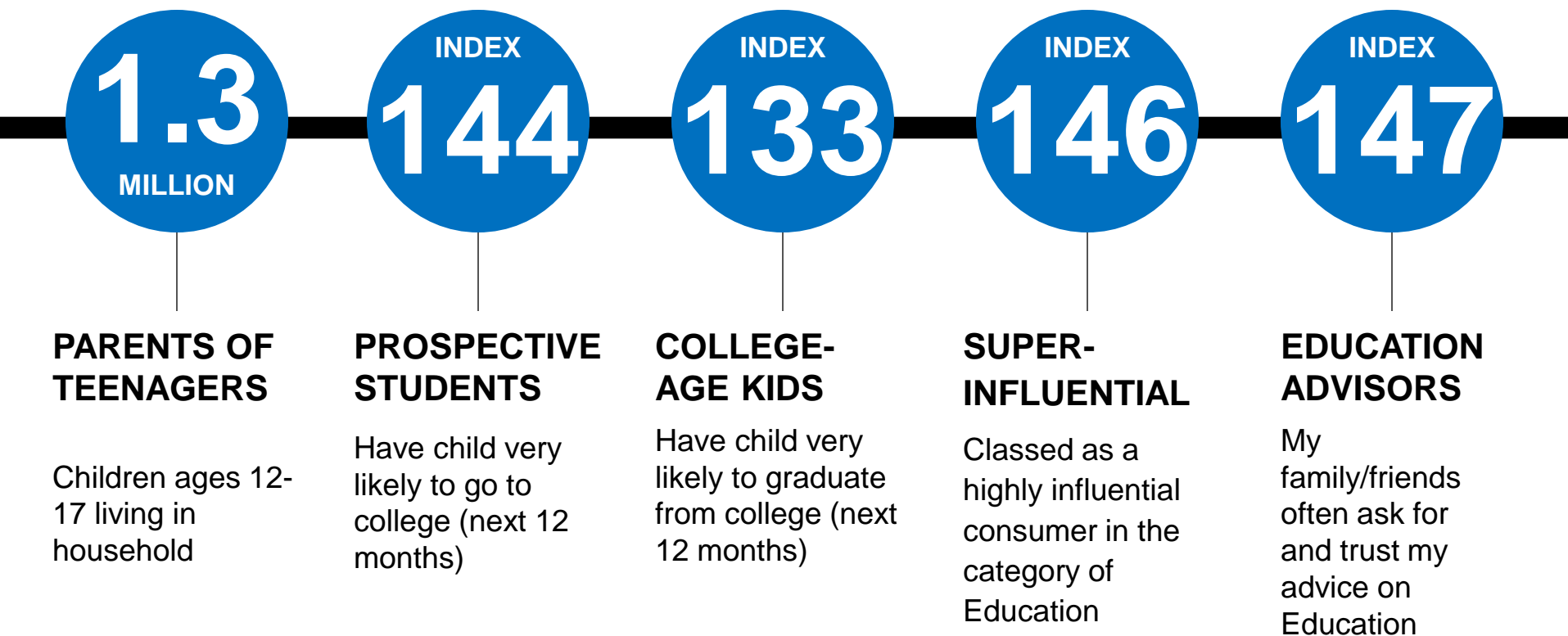
*Of higher-ed grads think college prepares them for a job*

86%

*...yet most college graduates say college was a good investment*

# AN ENGAGED AUDIENCE: PARENTS

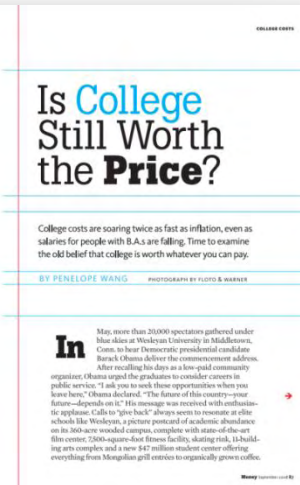
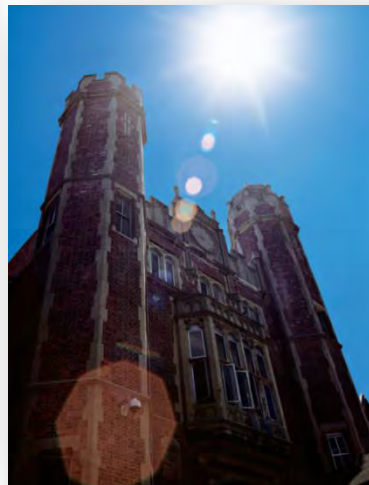
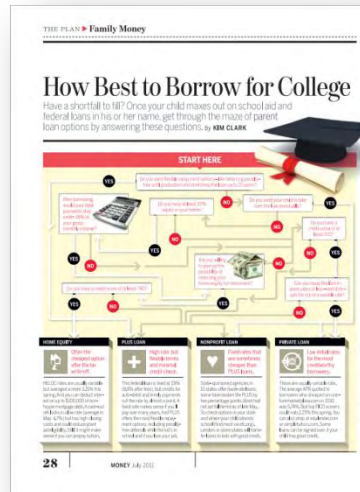
MONEY readers are caring parents of prospective and current college students





# A TRUSTED GUIDE: MONEY

For decades, MONEY has delivered savvy advice on how to pay for higher education. MONEY editors are a trusted source of college finance solutions.





## A TIMELY FRANCHISE: *MONEY COLLEGE*

A better, easier way to identify the best higher-education value for your child

### OVERVIEW

MONEY will release a new ranking of U.S. colleges and universities to show which schools give students and their families the best value for their tuition dollars. Highlights include:

- **MONEY proprietary college ranking system**
- **In-depth story** illuminating the college decision process and guiding families to the greatest value school for them

### RANKINGS

Three key criteria will determine our rankings:

- **Affordability** – Price and financial aid factors
- **Educational Quality**
- **Outcomes** – How well the institution and alumni help students start their careers

**ISSUE**

August

**AD CLOSE**

June 15

**IN HOME**

July 13

**ON SALE**

July 17

**ONLINE**

July 13



# A MOMENTOUS OPPORTUNITY: MONEY COLLEGE



## PRINT

- August issue rankings list and in-depth story
- Big act: gatefold presenting the rankings list
- Continuity articles aligned with seasonal topics



## DIGITAL

- Rankings and story published on Money.com
- Online-only tools to help families choose and pay for the colleges that are the best academic and financial fit for their child
- Updated regularly with fresh, timely content



## SOCIAL MEDIA

- Social media and PR supporting list release in August
- Sponsor will receive recognition in limited social posts and in press release



## EXTENSIONS

- Local events at list-making colleges\*
- “Best Colleges” licensing opportunity

## APPENDIX

*“This new MONEY ranking is based on a new and better set of criteria than the competition uses, with a focus on **true cost and value.**”*

– Craig Matters, MONEY Editor-in-Chief

# Money



# COLLEGE IN MONEY

**A better, easier way to identify the best higher-education value for your child**

## Overview

MONEY will release a new ranking of U.S. colleges and universities to show which schools give students and their families the best value for their tuition dollars. Highlights include:

- **MONEY proprietary college ranking system**
- **In-depth story** illuminating the college decision process and guiding families to the greatest value school for them

## Print Sponsorship Opportunities

- Big act: gatefold presenting the rankings list
- Continuity articles aligned with seasonal topics

ISSUE

August

AD CLOSE

June 30

IN HOME

July 28

ON SALE

August 1

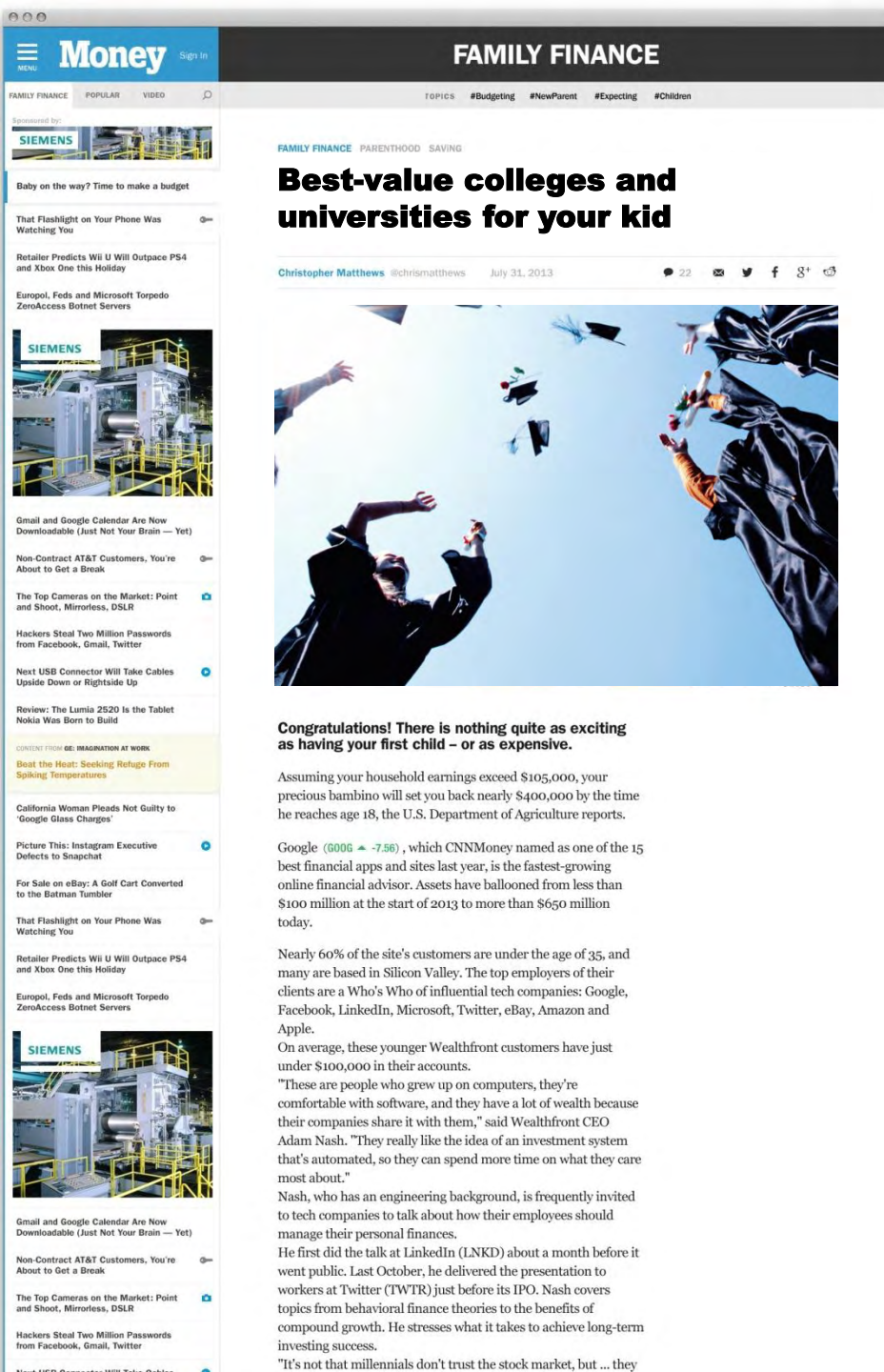
ONLINE

August 4

8  
**Money**

Mock-up is for presentation only. Details subject to change.





# COLLEGE ON MONEY.COM

## College-planning tools and advice alongside sort-able Money rankings

### Overview

- U.S. college and university rankings and an in-depth story on the college decision process on Money.com
- Online-only tools to help families choose and pay for the colleges that are the best academic and financial fit for their child
- Continuity: timely *College* articles published on an ongoing basis

### Digital Sponsorship Opportunities

- SOV fixed media surrounding rankings, feature story and tools (August 4 launch)
- May include SOV of continuity articles online

# COLLEGE SOCIAL MEDIA & PROMOTION

Engage a targeted audience of caring parents in the *College* discussion

## Overview

- MONEY will support the release of the all-new rankings through a social media campaign across Twitter, Facebook and Google+ Social
- Our PR team will endeavor to drive viral support of *College* through widespread news coverage, including an on-air announcement of the new ranking at launch

## Social Sponsorship Opportunities

- Sponsor will receive recognition in limited social posts and in press release
- Opportunity to co-present *College* to a targeted audience at scale leveraging Amplify Social (Twitter, Facebook, Google+, LinkedIn and Tumblr)



# Money COLLEGE

## Second Annual MONEY College Ranking

**MONEY** will release a new ranking of U.S. colleges and universities to show which schools give students and their families the best value for their tuition dollars.

### MONEY PROFILE

Rate Base: 1,700,000

Readership: 6,900,000

Median Age (years): 53

Median HHI: \$87,458

Men: 64% • Women: 36%



**Ad Close:** June 15    **In Home:** July 13  
**On Sale:** July 17    **Online:** July 13

### RATES

Full page                \$23,000

Half page                \$12,000

Quarter page            \$ 6,000

### AD SPECS:

Size	Width	Height
Full page	6-7/8" x	9-3/8"
Half page	6-7/8" x	4-5/8"
Quarter page	3-3/8" x	4-5/8"