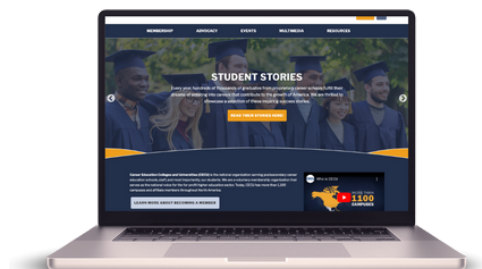


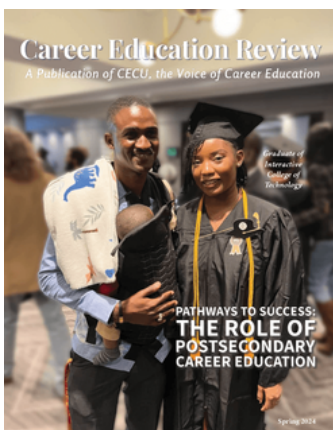
REACH HIGHER EDUCATION DECISION MAKERS

CECU's multimedia sponsorship opportunities give your business access to thousands of private postsecondary career professionals. We are the trusted ally in the admission, retention, placement, and the education of millions of prospective students every year. We serve as the daily pulse of the career education sector — bringing a snapshot of the news, trends, research, and upcoming events.



In the first six months since the launch of our new website, we have welcomed **49,000** unique users and have over **170,000** views!

Annual Audience



Career Education Review Magazine

1,400

Print readership
(C-Level, Top
Management)

27,000

digital readership



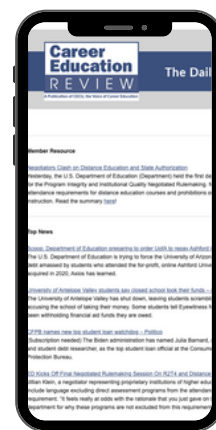
Career Education Report Podcast

64,885

email opens

24%

email open rate



Daily News Newsletter

460,000

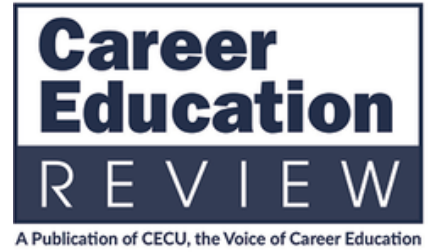
email opens

37%

email open rate

Career Education Review Magazine

Print and Digital Advertising



Ad Description	Size	Price
1/3-Page Print Ad	5.2"W x 5.25"H	\$2,000/per year
1/2-Page Print Ad	5.25"W x 8.25"H	\$3,000/per year
Full-Page Print Ad	8.25"W x 10.75"H	\$4,000/per year
Full-Page Inside Cover	8.5"W x 11"H	\$2,000/per ad
Full-Page Inside Back Cover	8.5"W x 11"H	\$1,000/per ad
Sponsored Content	Article on CER website	\$500/per post per month

*Advertisers will be able to submit articles for magazine or the CER website. Articles will be open to the public for anyone to access and promoted in the Daily News emails.

2024 Award Issue Sponsorships

**Sponsorships Ad Deadline
September 9, 2024**

Presenting Sponsor - \$10,000

- Company logo on the cover
- Company logo on CER webpage
- Full page color ad on the inside front cover
- Logo in email announcing the release of Awards, sent to more than 6,800
- Logo on the plaques send to Award winners
- Full article in the issue

Gold Sponsor - \$5,000 (4 available)

- Company logo on first page of award category
- Company logo on CER webpage
- Full page color ad in the issue
- Half page article in the issue

Contact Michele Sink for more information at 703-939-0909 or Michele.Sink@career.org.

Career Education Report Podcast

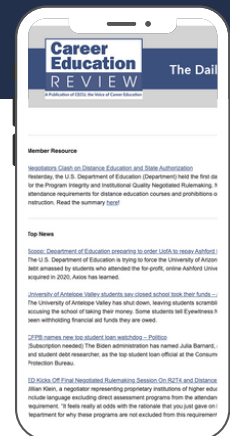
Reach Your Target Audience

Podcast sponsorship has become an increasingly popular way for companies to reach a targeted audience. The Career Education Report podcast has been downloaded more than **10,000** times and has a loyal following of listeners who tune in regularly. Sponsors can capitalize on this by promoting their products or services to a receptive audience.



Ad Description	Benefits	Price
Career Education Report Podcast	<ul style="list-style-type: none"> • Logo on the podcast web page • Logo in two email promotions, per month, sent to over 12,000 subscribers • Ad read at the beginning and middle of all episodes 	<p>\$750/month</p> <p>Package deals and discounts available</p>

Daily New Emails



Sponsor the Daily News for Maximum Exposure

Sponsoring the Daily News offers a unique opportunity to reach more than **3,700** engaged individuals interested in higher education daily. With **460,000** annual opens and an average open rate of **37%**, the Daily News puts your brand in front of decision-makers.

Ad Description	Benefits	Price
Daily News Top Banner	1100 x 250 pixels	\$3,000/per month
Daily News Square Banner	250 x 250 pixels	\$2,000/per month

Contact Michele Sink for more information at 703-939-0909 or Michele.Sink@career.org.

Multimedia Sponsorship Packages

Daily News Top Banner

Commitment	Benefits	Price
3 months	15% discount	\$7,650
6 months	20% discount 1/2 page ad in CER magazine 1 month podcast advertising	\$14,400
1 year	25% discount 1 full-page ad in CER magazine 2 months podcast advertising	\$27,000

Daily News Square Banner

Commitment	Benefits	Price
3 months	15% discount	\$5,100
6 months	20% discount 1/2 page ad in CER magazine 1 month podcast advertising	\$9,600
1 year	25% discount 1 full-page ad in CER magazine 2 months podcast advertising	\$18,000

Career Education Report Podcast

Commitment	Benefits	Price
3 months	1 inside back cover ad in CER	\$2,250
6 months	1 inside front cover ad in CER	\$4,500