2010 Higher Education Guide to Financial Services



University Business

Order your Nationwide Print and Online Listing Today.

- BASIC LISTING your contact info listed for FREE
- ENHANCED LISTING your contact info PLUS 4-color logo, web hyperlink, and e-mail \$495
- PREMIUM LISTING all Enhanced elements, PLUS 100-word company profile \$795
- DISPLAY ADS

full-page and half-page ads available, including cover positions

Reach the key financial decision-makers at virtually every two and four year college and university in the United States with your listing in the 2010 Higher Education Guide to Financial Services.

TARGETED AUDIENCE

The 2010 Higher Education Guide to Financial Services reaches • 46,000 higher ed subscribers, including Executive Managers and Financial and Business Leaders at virtually every two- and four-year college and university nationwide.

TARGETED DISTRIBUTION

The 2010 Higher Education Guide to Financial Services is a specially bound, full-color guide:

- Distributed with the January 2010 issue of University Business magazine
- Featured online year-round at www.universitybusiness.com

2009 Guide to Financial Services Global Financial Aid Services 10467 Corporate Drive Gulfport, MS 39507 228-523-1044 <u>PREMIUM</u> Core3 Inclusion of educational and financial institutions. USA Funds provides postsery for institutions. ary institut with tools, res services that help ensure smooth de education loan dollars, improve loan rates, promote student retention ENHANCED Core3 Higher Education Services 3600 E. University Suite D-1600 equip campus staff with best pra anaging federal student aid. Phoenix, AZ 85034 602-643-1395 www.Core3HigherEd.com Core3 is a lowline GREAT LAKES LOAN MARKETERS Great Lakes Educational Loan Services and Affiliates 2401 International Lane Madison. WI 53704 Great Lakes Products & Services Information Line e3 is a leadi es for Higher Education Ins KeyBank Information Line 866-464-7855 www.mygreatlakes.org 76 KeyBank 4910 Tiedeman Road Brooklyn, OH 44144 800-540-1855 key.com/educate PO Box 83100 Round Rock, TX 78683 512-219-5700 STUDENT FINANCIAL SERVICES Citizens Bank Citizens Bank 725 Canton St. USAFunds Norwood, MA 02062 800-708-6684 FAS

800-708-664 Www.criteenshan.com/edu Af Citizens Bank we work hard to develop lasting relationshan kom in di our custom ers, from individuals in statiutinos. We part ne writh our customers and are commited to helpiog them grow and succeed. We offer a vast array of products and services to fit all of your instructions needs including fed-all and submitteensive loan products for your students. freedom in checking accounts dents, free student checking accounts i institutional banking for your school's king needs. Our commitment to you, y lents, and your institution is why we a your typical entransiti

The manufacture of realized years The Contract of the Contrac ention, and re the financial ial aid office

BONUS DISTRIBUTION

Distributed at major higher ed trade shows, including EDUCOMM, INFOCOMM, NACUBO, and EDUCAUSE

USA Funds

Indianapolis, IN 46206-6028 866-497-8723

sob-497-8723 www.usafunds.org contact@usafunds.org USA Eurds@ is a nonprofit corporation works to enhance postsecondary educa warparedness.acces and success by pri 9g and supporting financial and other va envices. During the past d7 years, USA nots has supported non-1.

vias supported nearly \$154 billion incial aid for higher education

ONLINE BONUS! Every listing appears online for 12 months!

Enhanced and Premium listings feature your Website URL hyperlink for maximum exposure.

Reach thousands of prospects 24/7/365 with your listing in the 2010 Higher Education Guide to Financial Services. Order Deadline: December 1, 2009

ORDER FORM Deadline: December 1, 2009



2010 **Higher Education Guide to Financial Services**

CONTACT: Matt Kinnaman mkinnaman@universitybusiness.com P 413.358.4188 • F 203.516.2391

HOW TO ORDER

- Complete order form below.
- E-mail completed order form, logo, and company info to directory@universitybusiness.com.
- Or fax order form to 203•516•2391 and refer to specs below to complete order.

1. FINANCIAL CATEGORIES Please select the category(s) in which your company will appear:

- Asset & Investment Management
- Campus Commerce
- Collections
- Consolidators
- Consulting Services
- Derivative Valuation
- Endowment Investment & Management
- Endowment Management

- Enrollment Marketing
- □ eCommerce
- ePayment
- □ Financial Aid Services & Software
- □ Financial Aid Lending
- □ Financial Consulting & Counseling Services
- Guarantors
- □ Insurance

- Investment Management & Services
- Loan Marketers
- Loan Servicers
- Secondary Markets
- Student Financial Services
- Tuition Management
- Tuition Payment Plans
- Custom Other

2. COMPANY INFORMATION AND SPECS

- Submit company contact info and company profile in a Microsoft Word document.
- Company logo must be in an Adobe Illustrator EPS document or a 300dpi TIF or JPEG file.
- Please attach all information in one e-mail and send to directory@universitybusiness.com.

3. LISTING OPTIONS

BASIC LISTING - FREE!

 Plain text listing with company name, address, and phone number

ENHANCED LISTING - \$495

- Company name, address, and phone number
- Four-color logo Web link E-mail address
- 50% Discount for each additional catagory

PREMIUM LISTING - \$795

- Company name, address, and phone number
- Four-color logo Web link Email address
- 100-word company profile
- 50% Discount for each additional catagory
- Additional copy \$100 per 50 words

4. BILLING INFORMATION (Terms: PAYMENT DUE WITH ORDER)	
NAME	
COMPANY	TITLE
ADDRESS	
ADDRESS	
E-MAIL	DIRECT PHONE
SIGNATURE	DATE
American Express	MasterCard Visa Visa
CARDHOLDER NAME	
CARD NUMBER	EXP DATE
CARD HOLDER SIGNATURE	DATE

NOTE: FULL-PAGE AD POSITIONS ON COVERS 2, 3, AND 4 AVAILABLE ON A FIRST-COME BASIS. HALF-PAGE ADS ALSO AVAILABLE. INQUIRE FOR DETAILS.