

# 2010 Higher Education Guide to Financial Services



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- **BASIC LISTING**  
your contact info listed for **FREE**
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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

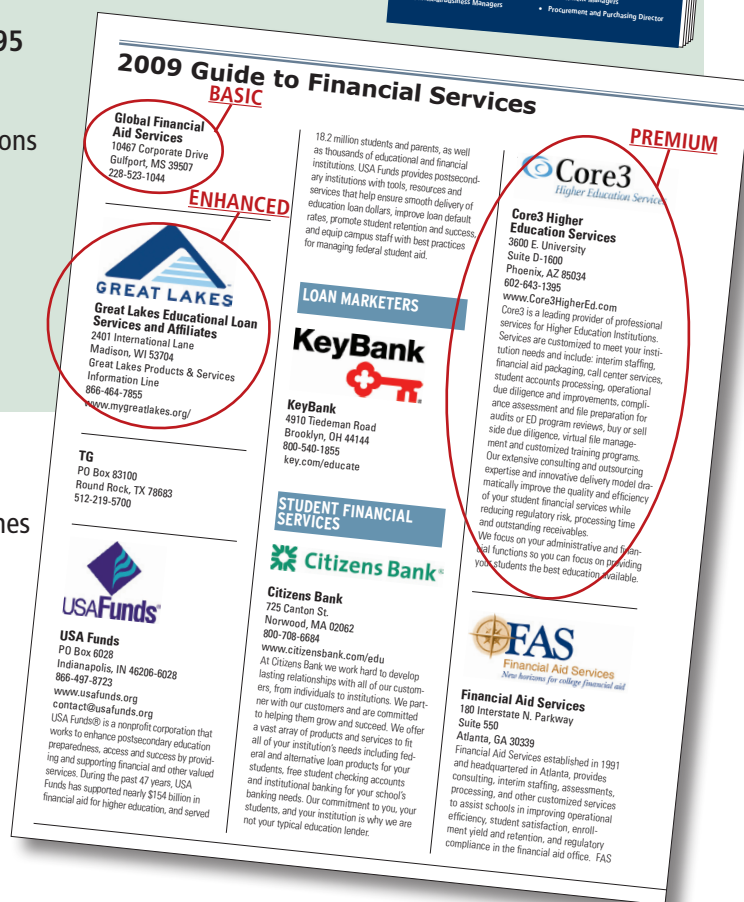
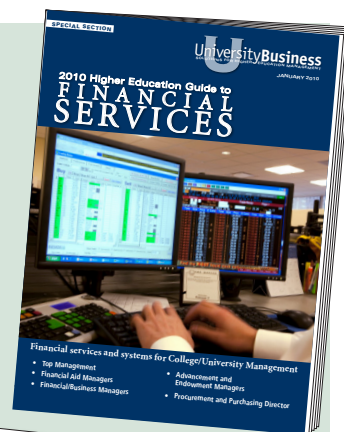
The **2010 Higher Education Guide to Financial Services** reaches

- **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](http://www.universitybusiness.com)



### BONUS DISTRIBUTION

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

### 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**

• Questions? Contact Matt Kinnaman at 413.358.4188 or [mkinnaman@promediagrp.com](mailto:mkinnaman@promediagrp.com)

## ORDER FORM

Deadline: **December 1, 2009**



# 2010

# Higher Education Guide to Financial Services

**CONTACT:** Matt Kinnaman mkinman@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](mailto: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:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Asset & Investment Management     | <input type="checkbox"/> Enrollment Marketing                       | <input type="checkbox"/> Investment Management & Services |
| <input type="checkbox"/> Campus Commerce                   | <input type="checkbox"/> eCommerce                                  | <input type="checkbox"/> Loan Marketers                   |
| <input type="checkbox"/> Collections                       | <input type="checkbox"/> ePayment                                   | <input type="checkbox"/> Loan Servicers                   |
| <input type="checkbox"/> Consolidators                     | <input type="checkbox"/> Financial Aid Services & Software          | <input type="checkbox"/> Secondary Markets                |
| <input type="checkbox"/> Consulting Services               | <input type="checkbox"/> Financial Aid Lending                      | <input type="checkbox"/> Student Financial Services       |
| <input type="checkbox"/> Derivative Valuation              | <input type="checkbox"/> Financial Consulting & Counseling Services | <input type="checkbox"/> Tuition Management               |
| <input type="checkbox"/> Endowment Investment & Management | <input type="checkbox"/> Guarantors                                 | <input type="checkbox"/> Tuition Payment Plans            |
| <input type="checkbox"/> Endowment Management              | <input type="checkbox"/> Insurance                                  | <input type="checkbox"/> 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](mailto: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 category

### ☐ 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 category
- 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
<input type="checkbox"/> American Express 	<input type="checkbox"/> MasterCard  <input type="checkbox"/> 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.