

Higher Education Guide to Financial Services

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, hyperlink **OR** e-mail address **\$495**

• **PREMIUM LISTING**

all Enhanced elements, hyperlink, **AND** email address **PLUS** 100-word company profile **\$795**

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 *Higher Education Guide to Financial Services*.

TARGETED AUDIENCE

The *Higher Education Guide to Financial Services* reaches

- **46,000** higher ed readers, including **Executive Managers** and **Financial and Business Leaders** at virtually every two- and four-year college and university nationwide.

TARGETED DISTRIBUTION

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

- Distributed with the January 2011 issue of *University Business* magazine
- Year-round web presence at www.universitybusiness.com

LEAD GENERATION

- **Link tracking** - Multiple email broadcasts to the education market for premium advertisers
- **Driving traffic** - Leverage exposure with premium listings that link UB readers directly to your website
- **Nxtbook technology** - Feature your company - [click here](#)

BONUS DISTRIBUTION

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

Reach thousands of prospects 24/7/365 with your listing in the *Higher Education Guide to Financial Services*.
Order Deadline: **November 11, 2010**

• Questions? Contact Janice Sermonet jsermonet@universitybusiness.com P 678.481.4666 F 678.894.8465



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1. HOW TO ORDER

- Complete order form below.
- E-mail order form, logo, and company profile to directory@universitybusiness.com.
- Or fax order form to 678•894•8465 and refer to specs below to complete order.
- Please select the categories in which your company will appear:

- | | | |
|--|--|---|
| <input type="checkbox"/> Admissions and Retention Services | <input type="checkbox"/> Finance Administration | <input type="checkbox"/> Loan Marketers |
| <input type="checkbox"/> Asset & Investment Management | <input type="checkbox"/> Financial Aid Services & Software | <input type="checkbox"/> Loan Servicers |
| <input type="checkbox"/> Campus Commerce | <input type="checkbox"/> Financial Aid Lending | <input type="checkbox"/> Revenue Enhancement Strategies |
| <input type="checkbox"/> Collections | <input type="checkbox"/> Financial Consulting | <input type="checkbox"/> Strategy |
| <input type="checkbox"/> Consolidators | <input type="checkbox"/> & Counseling Services | <input type="checkbox"/> Student Financial Services |
| <input type="checkbox"/> Consulting Services | <input type="checkbox"/> Fundraising | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Derivative Valuation | <input type="checkbox"/> Grants | <input type="checkbox"/> Taxation |
| <input type="checkbox"/> Endowment Investment & Management | <input type="checkbox"/> Guarantors | <input type="checkbox"/> Tuition Payment Plans |
| <input type="checkbox"/> Enrollment Marketing | <input type="checkbox"/> Investment Management & Services | <input type="checkbox"/> Custom Category |
| | <input type="checkbox"/> Legal | |

2. COMPANY INFORMATION AND SPECS

- Submit company contact info and company profile in a Microsoft Word document without specific formatting.
- 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!

- One category plain text listing with company name, address, and phone number. Additional categories \$100 each.

☐ ENHANCED LISTING - \$495

Same as basic listing PLUS:

- Four-color logo
- Hyperlink OR email address
- 50% Discount for each additional category

☐ PREMIUM LISTING - \$795

Same as enhanced listing PLUS:

- Hyperlink AND Email address
- 100-word company profile
- 50% Discount for each additional category
- Additional copy \$50 per 25 words

4. LISTING INFORMATION

COMPANY NAME

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL

WEBSITE

SIGNATURE

DATE

5. BILLING INFORMATION

(Terms: PAYMENT DUE WITH ORDER)

☐ American Express

☐ MasterCard

☐ Visa

CARDHOLDER NAME

CARD NUMBER

EXP DATE

CARD HOLDER SIGNATURE

DATE

☐ SAME AS LISTING INFORMATION

TOTAL \$

ADDRESS

CITY

STATE

ZIP

PHONE

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Cancellation Policy: Advertiser agrees to pay the following in the event of advertiser's cancellation and/or downsizing of advertisement: • 60-90 days prior to publication: 25% of advertising fee • 30-59 days prior to publication: 50% of advertising fee • Less than 30 days prior to publication: 100% of advertising fee