

Next Step

EDUCATION GROUP



MEDIA KIT

Connect with our students!



Next Step Education Group is on a mission to help students find their right paths. We equip students with the tools they need to achieve excellence in all they do — academically, personally and professionally. We are passionate about education and invest in students by guiding them through their next steps from high school to college and beyond...because helping students is who we are and what we do.

➔ NEXTSTEPU

We will continue to provide the same familiar advice you know and count on! Based on where a student is on his/her path, we deliver relevant content, videos, college information, products and resources directly to them. NextStepU gives students a customized and personalized solution as they navigate the path to their next steps. Imagine a site that effortlessly matches students with their natural talents and delivers them to a future they customize for themselves.

➔ LINK MAGAZINE

Brand awareness and generated school counselor leads is now possible! *LINK Magazine* reaches 65,000 high school guidance counselors twice a year with a beautiful tablet-sized, full-color magazine. Counselors help to determine the content, contribute to it and rely on the magazine as a resource. Many opportunities exist for counselors to request information about your product.

➔ NEXT STEP ACADEMY

Life skills *ARE* the curriculum. Next Step Academy is a school that teaches young adults the life and college/career-ready skills needed to lead an outstanding life. Through online courses that are interactive, Next Step Academy teaches subjects such as interviewing skills, public speaking, character building, managing your money, written communication, goal setting, time management, resumé writing, choosing the right college, career selection, nutrition, fitness, critical thinking, conflict resolution skills, appropriate use of social media and much more. The platform is offered through high school partnerships and digital badges/certifications are offered, as well.

NextStepU, with the help of Harvey Research, recently conducted a student poll. Here are some of what teens are saying about NextStepU:

➔ **97%** of our students report the advertisements are useful.

➔ **64%** visit NextStepU.com monthly or more.

➔ **90%** of the visitors to NextStepU.com spend up to 30 minutes per visit.

➔ **99%** plan to pursue financial aid, including student loans and scholarships.

➔ More than **78%** of students took one or more of the following actions in the past 12 months as a result of an article or advertisement with NextStepU:

- Visited a website
- Entered a contest
- Requested information through NextStepU.com
- Contacted a college or financial aid provider directly
- Sent an email or called

➔ TESTIMONIALS

“I was just reading about the courses available through Next Step Academy. It looks like it could be a great resource for our students. I would like more information to take to my principal. Could this really be made available for free to our students?”

—**Beth Douglas**, *10th Grade Counselor*, Hertford County High School

“NextStepU offers a wide variety of services that enhance our overall enrollment and recruitment strategy. As a satisfied customer for the past 10 years, I get extensive branding, strong prospective student leads, outstanding customer service, and much more. NextStepU has evolved into a full-service branding organization that understands the ever-changing dynamics of higher education.”

—**Christopher R. Coons**, *Associate Vice President, Enrollment Management*, Mercyhurst University

➔ COUNSELOR SURVEY RESULTS

In February 2013, NextStepU surveyed high school counselors throughout the country and asked if they would like to see a magazine published just for them. The result was an overwhelming **93%** said they would be interested in receiving it. Of those surveyed, **89%** said they couldn't think of another product like *LINK Magazine* and **57%** were excited to be involved in helping create the content.

NextStepU

Discover your path!



Scan or click!



Watch our short video to learn more about NextStepU.

➔ **HISTORY:** Created in 1995 as a high school magazine for teens, NextStepU quickly spread to reach 3 million teens in more than 20,500 opt-in high schools. Today, NextStepU has evolved to reach these teens through a sequence of digital strategies which provide a customized path for their journey.

➔ **THE PATH:** Students create an online profile which allows NextStepU to recognize what planning stage they are currently in. A customized match plan is then suggested — placing your college or product top-of-mind for those who fit the criteria. This is done through a variety of digital strategies available to the student.

MARKETING PACKAGE INCLUDES:

- Inclusion in our matching strategy
- A college profile listing
- Inclusion on registration page
- Lead generation
- Digital marketing (Facebook, Twitter, Pinterest, e-blasts, blog content, etc.)
- Banners on NextStepU.com

INVESTMENT:

- Each cycle represents a four-month, pre-determined time frame.
- September/October/November/December Cycle: \$5,000
 - January/February/March/April Cycle: \$5,000
 - May/June/July/August Cycle: \$5,000

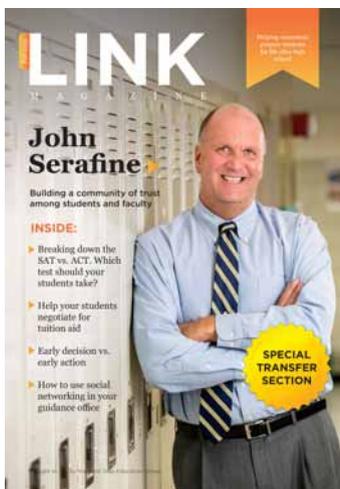
CHOOSE:

- 1 cycle = 6 academic interests
- 2 cycles = 8 academic interests
- 3 cycles = 12 academic interests

DEADLINES:

- September/October/November/December Cycle: • Reservation: July 19, 2013 • Materials: August 2, 2013
- January/February/March/April Cycle: • Reservation: November 15, 2013 • Materials: December 1, 2013
- May/June/July/August Cycle: • Reservation: March 21, 2014 • Materials: April 4, 2014

**Volume cycle discounts must be purchased in advance.*



➔ LINK MAGAZINE

Reach 65,000+ high school guidance counselors plus more than 1,500 community college transfer offices through a beautiful, engaging magazine two times a school year. *LINK Magazine* connects counselors with colleges, is a resource for helping their students, and also is a guide to help counselors in their careers. NextStepU has an advisory board of counselors helping to plan content, add value and give direction. Created to be a resource guide, each issue of the *LINK Magazine* is sure to be saved and catalogued for future reference.

Here is a little bit more about the new *LINK Magazine*:

- Distribution to counselors twice a year in October and February
- Tablet-sized, full-color magazine
- Circulation: 65,000+ high school counselors and 1,570 community college transfer offices
- National distribution for all advertisers
- Advisory board of school counselors to help direct editorial
- Profiles featuring outstanding counselors around the country
- College Night Handouts are part of the editorial
- Listing on BRC and VBRC — Get on the counselors' short lists of recommended colleges!

ADVERTISERS WILL RECEIVE:

- An ad, a school profile or both! (*See below for options.*)
- Inclusion in digital edition PDF available on the NextStepU.com/Counselor page as well as the brand new NextStepAcademy.com/Counselor resource center
- Listing on printed BRC in the magazine, as well as a virtual BRC online
- Reach: 65,000+ high school guidance counselors and more than 1,500 community college transfer offices

Scan or click!



Watch our short video to learn more about *LINK Magazine*.

FULL-PAGE ADVERTISEMENT PRICING:

1X rate: \$4,900 (per full-page ad) 2X rate*: \$4,400 (per full-page ad)

HALF-PAGE ADVERTISEMENT PRICING:

1X rate: \$3,185 (per half-page ad) 2X rate*: \$2,860 (per half-page ad)

PROFILE PRICING:

With full-page ad purchase: FREE With half-page ad: \$500 (per insertion)
Profile-only rate: \$2,500 (per insertion)

AD DEADLINES:

October issue: 9/6/13
February issue: 1/3/14

*Volume cycle discounts must be purchased in advance.



➔ NEXT STEP ACADEMY

Next Step Academy is a comprehensive, online school for life skills. Finally — a place where young adults can go to hit the ground running with crucial tools for a functional, high-achieving life! Digital badges and life skills certifications are offered.

Examples of classes being offered:

- Interviewing skills
- Public speaking
- Financial literacy
- Dressing for success
- Healthy cooking
- Resumé writing
- Leadership
- Budgeting
- Managing credit
- Time management
- Fitness
- First Aid 101
- Distracted driving
- Choosing a college
- Self-esteem

PACKAGES: *(Pricing below)*

Sponsor a high school(s) and/or school district

- Sponsor your feeder schools or districts.
- Sponsors receive generous exposure on the NextStepAcademy.com website, press release to school and city/town, inclusion in a notification letter to administration, and more.

Lease and customize platform

- Customize the website with your logo and colors. (Next Step Academy does all the work!)
- Choose a specific track of courses to feature. For example, a college freshman track.
- Opportunities exist to co-create custom classes.
- Investment varies based on scope and quantity.

INVESTMENT LEVELS *(Per year)*

- \$12,000: Sponsor up to 10 high schools
- \$5,000: Sponsor up to 3 high schools
- \$2,500: Sponsor one high school
- Larger sponsorships are available. Ask your sales rep for details.

(All sponsors receive marketing to schools/students on NextStepAcademy.com, inclusion in announcement to administration, press release, announcement in school newsletter and a video clip.)



WHAT A SUCCESSFUL PARTNERSHIP WITH
NEXT STEP LOOKS LIKE:



NextStepU + NEXT  **STEP** +



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PRICELESS OPPORTUNITIES!

*Thank you for the opportunity to
help you surpass your goals!
-The NextStep staff*