

On Course UPS College & Career Expo



Reach thousands of potential students and employees with The Courier-Journal's On Course and UPS College and Career Expo sections.

These sections will target:

- 149,000 adults with teenage children at home
- 69,000 adults who plan to go back to school in the next 12 months
- 44,000 adults age 21-34 with at least 1-3 years of college education
- 100,000 adults who participated in adult continuing education programs in the past 12 months
- 110,000 adults planning to look for a job in the next 12 months

Format:

A Tab to be inserted into The Courier-Journal and Velocity. Prices include color and online.

On Course Dates

March 23, 2011
Deadline March 9, 2011
 August 24, 2011
Deadline August 10, 2011

UPS College & Career Expo Dates

October 9, 2011
Deadline September 22, 2011

On Course / UPS College & Career Expo Rates*

	3x	1x
Back Cover, Inside Cover & Page 3 <i>Digital Impressions</i>	\$8,155 108,600	\$10,195 135,800
Center Spread <i>Digital Impressions</i>	\$15,060 200,667	\$17,655 235,267
Full Page <i>Digital Impressions</i>	\$5,890 78,400	\$8,155 108,600
Half Page <i>Digital Impressions</i>	\$2,950 39,200	\$4,085 54,333
Quarter Page <i>Digital Impressions</i>	\$1,480 19,600	\$2,050 27,200
Eighth Page <i>Digital Impressions</i>	\$745 9,800	\$1,030 13,600

- All ads include full color
- All ads include large space ads on courier-journal.com Impressions delivered over 30 days
- All ads LARGER than a quarter page include advertorial space
- All rates are net

* Rates include flat charge of \$10 for LouieDeals.com.

Optional NIE Donation

Premium Positions: \$225
 Full Page: \$200
 Half Page: \$150
 Quarter Page: \$125
 Eighth Page: \$100

Optional Velocity

Pick up same size ad or larger ad into Velocity within 2 weeks at discounted price.

Cover Spread: \$1,950
 Full Page: \$900
 Half Page: \$450
 Quarter Page: \$225
 Eighth Page: \$112.50

Reserve your spot today. Call 582.4711

