

edu Education, Careers & Personal Growth

COLORADO



An Environment of Opportunity

EDU Colorado is your complete guide to educational, career development and personal growth opportunities in Colorado. In today's world, people of all ages need to prepare for an ever-changing future and sharpen their professional skills, and *EDU Colorado* delivers the information they need to make smart, informed decisions.

- ◆ **PROMOTE YOUR BENEFITS:** Informative content about professional development that reinforces your business
- ◆ **REACH RELEVANT AUDIENCES:** Distribution at key locations that provide access to potential students and customers
- ◆ **MAXIMIZE YOUR AD DOLLARS:** Cost-effective, targeted advertising that eliminates wasteful placement in front of the wrong audiences

Articles That Address Current Concerns

- Successful Transitions Into New Careers
- Tips For Writing an Impactful Resume
- Financial Strategies to Support Education Goals
- Profiles of Top College Courses
- Reinventing Yourself with Marketable Skills
- Outlook on Careers for the Future
- **In-Magazine Directory:** Comprehensive listings that spotlight universities, colleges, technical and trade schools, career counseling, employment agencies, resume services and other related businesses. There will also be a calendar of upcoming career fairs and other relevant events.



Distributed in High-Traffic Areas

With a circulation of 30,000 copies, *EDU Colorado* is a free publication distributed throughout the greater Denver Metro area at selected locations including:

- High school guidance counselor offices
- Colleges and universities
- Employment centers
- Libraries
- Coffee shops and restaurants
- Office buildings
- Health clubs





Advertising Categories

Colleges and Universities

- National and State Colleges
- Community Colleges
- Online Colleges and Schools

Trade and Technical Schools

- Medical, Dental, Wellness and Health
- Technical and Industrial
- Legal and Accounting
- Personal Services and Beauty
- Language Schools and ESL

Private Schools and Services

- Tutoring
- Certification Programs
- Test Preparation

Recruiting and Staffing Firms

- Employment Agencies
- Temporary Staffing Services
- Corporate Branding and Recruitment
- Diversity Initiatives
- Military Recruiting

Personal Growth

- Professional and Psychological Counseling
- Life Coaching
- Personal Appearance
- Speaking and Presentation Skills
- Support Systems
- Finances

Readers Who Are Lifelong Learners

EDU Colorado reaches a wide spectrum of readers including:

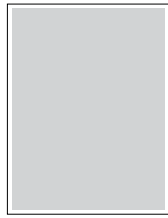
- High school students contemplating educational options
- Young adults deciding to get serious about career alternatives
- People who need to adapt to technology changes or develop new skills
- Middle-aged adults examining their futures and remaining competitive
- Retired seniors looking to expand their educational experiences

2009 Net Retail Rates (all rates are four-color)

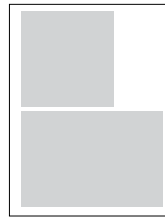
Premium Position	\$2500
Full Page	\$1900
Half Page (Horizontal)	\$1200
1/3 Page	\$750
1/6 Page (Vertical)	\$495
Listing Upgrade	\$395



Full Page Bleed
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7.875" w X 10.375" h Live Area

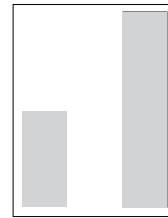


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No Bleed/Live Area

Half Page (Horizontal)
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No Bleed/Live Area



1/6 Page (Vertical)
2.25" w X 4.875" h
No Bleed/Live Area

1/3 Page (Vertical)
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2009 Issue Dates

March
July
December

