

THE WALL STREET JOURNAL. CLASSROOM EDITION



“COLLEGE SPOTLIGHT” A TARGETED, COST-EFFECTIVE RECRUITMENT SECTION

OPPORTUNITY

Reach 700,000 high school students through “College Spotlight,” a special print and online advertising section that focuses on specific career paths.

GOALS

- Cultivate awareness and interest in your school.
- Promote specific areas of study and career preparation.
- Drive traffic to your site and generate qualified leads for recruitment.

2007-08 SCHEDULE

“College Spotlight” Focus:	Business	Engineering & Technology	Science & Health	Business	Criminal Justice
Issue Date:	September 2007	November 2007	January 2008	March 2008	May 2008
Closing/Materials Deadline:	August 8	October 3	December 12	February 6	April 9

ONLINE ENHANCEMENT

Online promotion designed to drive traffic to your site is included at no additional cost:

1. Inclusion in the “College Spotlight” section of wsjclassroom.com.
2. Promotion of “College Spotlight” in emails to teachers.
3. Listing in our online Advertiser Index.

NET COSTS

	Per Ad	Total Campaign
1x campaign	\$2,150	\$2,150
2x campaign	\$2,150	\$4,300
3x campaign	\$2,150	\$6,450
4x campaign	\$1,935	\$7,740
5x campaign	\$1,895	\$9,475

AD SPECIFICATIONS

5” height x 3.25” width; four color

ADDITIONAL OPPORTUNITY

Sponsor subscriptions of The Wall Street Journal Classroom Edition. Strengthen relationships with schools and build visibility throughout the year. Sponsorships are available at a **discounted rate of only \$99 per year!**

Since 1991, The Wall Street Journal Classroom Edition has provided high school students and teachers with engaging, real-life news and information on the world of business from one of the most trusted resources in the world. Teachers use the publication – published September through May – to enrich their business, economics, marketing and career preparation curricula. With 5,000 teacher subscriptions, The Classroom Edition reaches 700,000 teens each month.