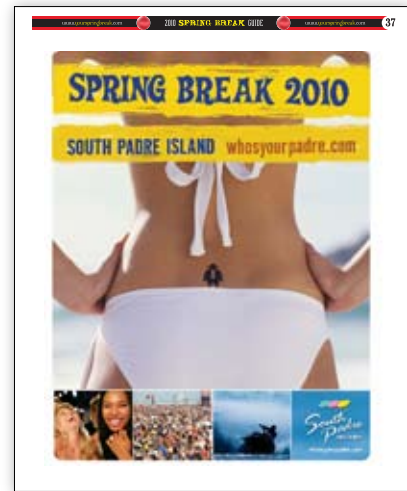


SPRING BREAK GUIDE 2012



The Spring Break Guide is the #1 source

of information for students about Spring Break travel, destinations and entertainment. Publishing this FREE annual magazine provides tools and information to assist students in making successful Spring Break travel plans. *The Spring Break Guide is the ONLY magazine of its kind.*

#1* Source of information for Spring Break travelers
*#1 printed source

20+ Years of publication

1million student reach

USA Office:
1-866-797-7266
20 Danada Square West
#240 Wheaton, Illinois
USA 60189

Canada Office:
1-866-797-7266
3425 Harvester Rd.
#209 Burlington, Ontario
Canada L7N 3N1



COLLEGIATE MARKETING GROUP, LLC is a leading marketing and promotions company that specializes in the 18-24 demographic. We provide services to businesses and brands of all sizes that want to target the youth market. CMG publishes the Spring Break Guide and we provide our clients with tailored advertising programs that fit their budget, strategy and corporate marketing plans. *Our key services include:*

- Print media publishing & distribution
- Digital media marketing
- Beach activations & celebrity events
- On-site promotions



EXTRAS

PREMIUM SPACE

- Front inside cover: **add \$500**
- Back inside cover: **add \$300**
- Back Cover: **add \$1,000**

SPRING BREAK GUIDE ADVERTISING RATES

KEY ADVERTISING DATES

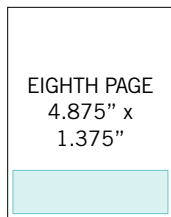
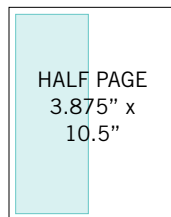
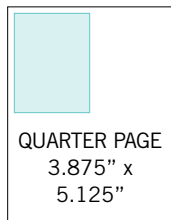
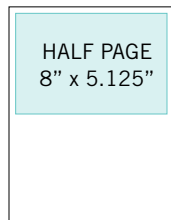
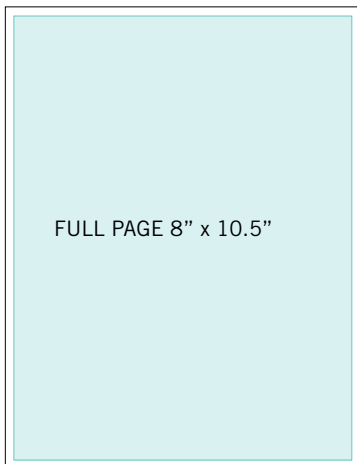
	FULL PAGE	HALF PAGE	HALF PAGE	QUARTER PAGE	EIGHTH PAGE
COLOR	\$5,800	\$3,600	\$2,500	\$1,795	\$1,450
INTERNET	Included	Included	\$750	\$750	\$750

- Confirmation of ad orders must be received by Oct 31, 2011
- Artwork required by Nov 15, 2011
- Guide production begins Dec 19, 2011
- Guides set for distribution Jan 12, 2012

Website advertising on www.springbreakguide.com is provided FREE to all participating clients at the full page and half page ad rate levels!

MAGAZINE SPECS

Let one of our professional designers create your ad!



AD SIZES

- FULL PAGE** 8" x 10.5"
- HALF PAGE horizontal** 8" x 5.125"
- HALF PAGE vertical** 3.875" x 10.5"
- QUARTER PAGE** 3.875" x 5.125"
- EIGHTH PAGE** 4.875" x 1.375"

Half page ads could also run as 4 7/8" w X 12"d

FINAL PRINT-READY ARTWORK

- Camera-ready digital artwork ads must be submitted at 300dpi
- Ads must be in CMYK color mode
- Ads may be submitted as JPEGs, flattened, press-ready PDFs or TIFFs
- Ads created in Adobe InDesign or Illustrator must have outlined text, and be sent as flattened, press-ready PDFs

Please send all print-ready files to: info@collegiatemarketinggroup.com




RESERVE YOUR SPACE TODAY! **USA OFFICE: 1-866-797-7266**
20 Danada Square West, #240 Wheaton, Illinois, USA 60189

DISTRIBUTION



THE SPRING BREAK GUIDE HAS BEEN PUBLISHED FOR OVER 20 YEARS and it remains a tradition on college and university campuses.

- In 2012, the Spring Break Guide will be redesigned in a new vibrant four color glossy magazine style format.
- The guide distribution in 2012 will be doubled from previous years to over **160 colleges/universities**.
- **500,000 Spring Break guides will be printed** and distributed to students across 25 states as well as in Canada.
- In addition to college campuses, guides are also directly distributed to fraternity and sorority houses.
- Spring Break Guides will be distributed during the first two weeks of January, 2012.
- Guide distribution will be verified by the Circulation Verification Council. 

THE WEBSITE

KEY STRATEGIES:

- A virtual Spring Break Guide will be available to students online at www.SpringBreakGuide.com
- SpringBreakGuide.com will heavily rely on social media to help drive targeted traffic to the website.
- The Spring Break Guide will be emailed to our current database of over 10,000 students.
- SEO techniques will focus on building organic traffic with optimum search engine positioning.
- The SpringBreakGuide.com website will be advertised throughout the 500,000 print versions of the guide.
- During the months of November-March, search engine keywords will be purchased in order to maximize targeted traffic exposure for our sponsors.



SPRINGBREAKGUIDE.COM

SpringBreakGuide.com is an easy to navigate site that is both visually appealing and interactive. The site provides destination, travel, entertainment and other useful student information and is set up to compliment the printed Spring Break Guide. SpringBreakGuide.com has active communities on Facebook and Twitter.

WEB ADVERTISING RATES

264 X 240PX	480 X 60PX	247 X 95PX
\$3,950 (per year)	\$2,250 (per year)	\$1,500 (per year)

FINAL DIGITAL ARTWORK

- When submitting web-ready digital artwork, ads must be submitted at 72dpi in RGB color mode.
- Ads must be submitted as web-ready JPEGs or GIFs



RESERVE YOUR SPACE TODAY! **CANADA OFFICE: 1-866-797-7266**
3425 Harvester Rd., #209 Burlington, Ontario, Canada L7N 3N1



DISTRIBUTION

ALABAMA

Birmingham-Southern College
Alabama State University
Huntingdon College
Troy University
Athens State University
Auburn University
University of Alabama
University of South Alabama

ARKANSAS

Arkansas State University
University of Arkansas
Arkansas Tech University
UA- Fayetteville
UA- Little Rock

FLORIDA

Florida State University
University of Florida
University of Central Florida
University of South Florida

GEORGIA

Auburn University
Emory University
Georgia Southern University
University of Georgia
Emory University
Macon State College
Georgia Southern University
Savannah State University

ILLINOIS

Illinois State University
Western Illinois University
Eastern Illinois University
Southern Illinois University
Northern Illinois University
University of Chicago
DePaul University
North Central College
Northwestern University
University of Illinois-Champaign
University of Illinois-Chicago

INDIANA

Butler University
Ball State University
Indiana University-Bloomington
Indiana University-Kokomo
Indiana University-Northwest
Indiana University-South Bend
Indiana University/Purdue University at Indianapolis

Purdue University
Purdue University Calumet
Saint Mary's College
University of Indianapolis
University of Notre Dame
Indiana University-East
Indiana University-Southeast

IOWA

University of Dubuque
University of Iowa
University of Northern Iowa
Drake University
Grand View University
Iowa State University
Grinnell College

KANSAS

Emporia State University
Fort Hays State University
Kansas State University
Pittsburg State University
University of Kansas
Wichita State University

KENTUCKY

Kentucky State University
Kentucky Wesleyan College
Murray State University
University of Kentucky
University of Louisville
Morehead State University

LOUISIANA

Northwestern State University of Louisiana
Southeastern Louisiana University
Louisiana State University
University of Louisiana
Loyola University

MARYLAND

University of Maryland

MASSACHUSETTS

Amherst College
Boston University
Salem State College
University of Massachusetts
Amherst
Westfield State College
Worcester State College
Tufts University

MICHIGAN

Michigan State University
University of Michigan
Northern Michigan University
Western Michigan University
Central Michigan University
Grand Valley State University
Ferris State University

Grand Valley State University
Wayne State University

MINNESOTA

Winona State University
Minnesota State University
U of Minnesota- Duluth
U of Minnesota- Twin Cities

MISSOURI

University of Missouri
St. Louis University

MISSISSIPPI

Mississippi State University
University of Mississippi
University of Southern Mississippi

NORTH CAROLINA

University of North Carolina
Duke University
East Carolina State University
North Carolina State University

NEW JERSEY

Rutgers State University

NEW YORK

Hofstra University
New York University
SUNY Albany
SUNY Stony Brook
SUNY Binghamton
SUNY College at Oneonta
Clarkson University
Cornell University

OHIO

Ohio State University
Ohio Northern University
Bowling Green State University
The University of Toledo
Kent State University
Wittenberg University
University of Cincinnati
Case Western Reserve University
Miami University
Cleveland State University
Temple University
University of Akron
Youngstown State University
University of Dayton

PENNSYLVANIA

University of Pennsylvania
University of Pittsburgh
Penn State University
Marywood University
Villanova University
Widener University
Bryn Mawr College

Eastern University
Lehigh University
Susquehanna University
Swarthmore College
Wilkes University

SOUTH CAROLINA

Clemson University
University of South Carolina
Anderson University
South Carolina State University

TENNESSEE

Maryville College
East Tennessee State University
Middle Tennessee State
University of Tennessee
U Tennessee- Knoxville
University of the South

TEXAS

University of Houston
Stephan Austin University
Texas A & M
University of North Texas
Southern Methodist
University of Texas
Baylor University

VIRGINIA

Virginia Polytechnic Institute
Virginia Commonwealth

WASHINGTON D.C.

George Mason University

WEST VIRGINIA

Bethany College
West Virginia University
Marshall University
West Virginia State University
West Virginia University

WISCONSIN

U Wisconsin-Madison
U Wisconsin-Eau Claire
U Wisconsin-Milwaukee
U Wisconsin-Oshkosh
U Wisconsin-Stevens Point
U Wisconsin-Superior
U Wisconsin-Whitewater

ONTARIO

University of Toronto
Western Ontario University
Brock University
McMaster University
Humber College
Ryerson University
University of Windsor



USA Office:
1-866-797-7266
20 Danada Square West
#240 Wheaton, Illinois
USA 60189

Canada Office:
1-866-797-7266
3425 Harvester Rd.
#209 Burlington, Ontario
Canada L7N 3N1