



# Effingham County Beyond *the* Tassel

THE MAGAZINE & PODCAST

Post Secondary  
Possibilities:

**LIFE BEYOND  
HIGH SCHOOL**

**Jackeline Garcia**  
Effingham High School  
NOTRE DAME BOUND  
**Page 14**

**Our Class of '21  
Post Secondary  
Stories:**

Dieterich High School  
Effingham High School  
St. Anthony High School

ONLINE FEATURE

**Effingham County  
Alumni Tales:  
Where are they now?**

**MEDIA KIT**

# OUR AUDIENCE

## Parents who want the best for their kids

Virtually every parent does. But it's harder for some than it is for others to find the tools to help their kids navigate the steps to make the most of their post-secondary world and its changing economic and education landscapes. Beyond the Tassel's mission is to level the playing field for our rural kids by connecting parents with insights, strategies, and resources so they

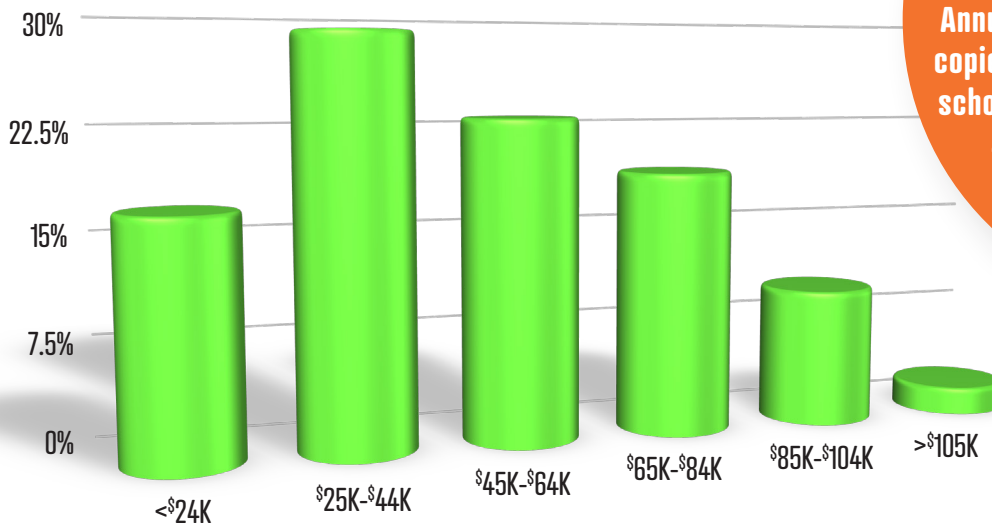
are better equipped to help their kids find excellent post-secondary fit, whether navigating the college admissions process, identifying interests and aptitude, or finding the money for college, trade school, or specialized training. We share post-secondary student intentions from Effingham County in digital and print.



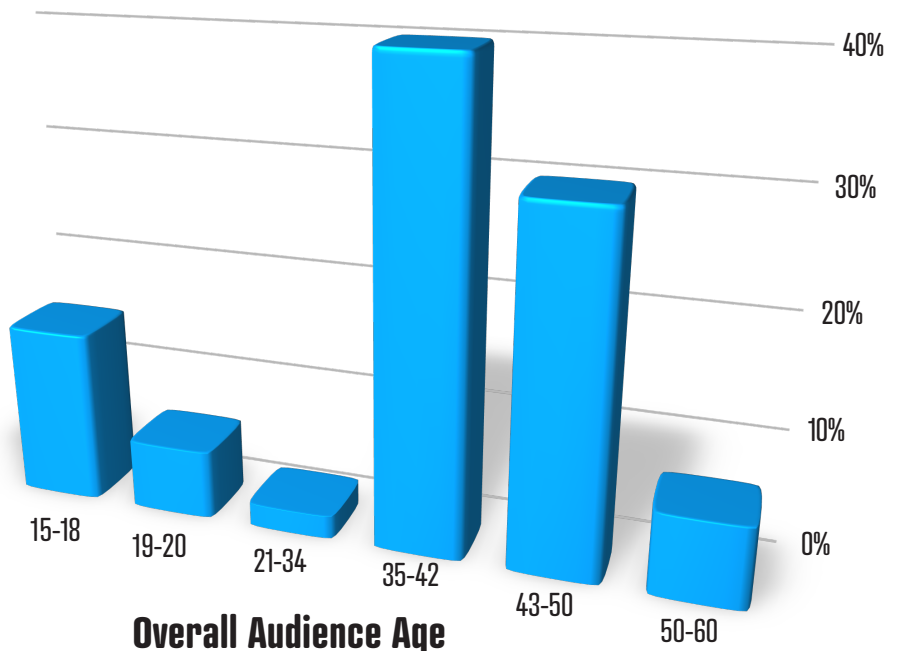
## FREQUENCY & DISTRIBUTION

Annual countywide circulation of 2,000 copies, plus website and social, through schools and high-traffic sponsors 3x to 4x pass-along rate (people who will view each copy).

Audience Family Household Income



**PARENT AUDIENCE**  
**Female: 76%**  
**Male: 24%**

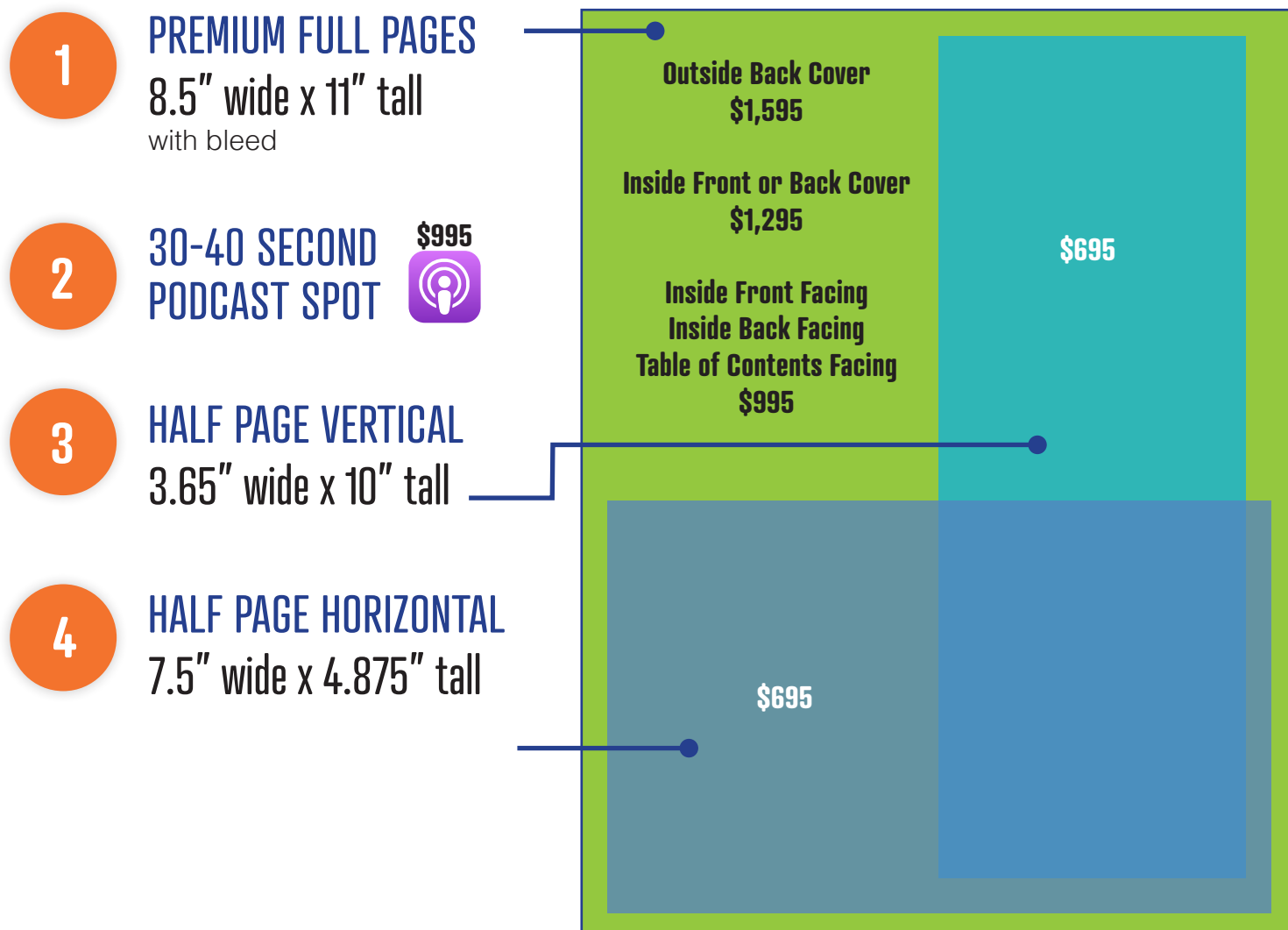




# RATE SHEET

## Sponsorship Opportunities

- Sponsorship is for 12-months
- 25% of every sponsorship dollar goes to support post-secondary preparation through our graduate assistance program (GAP) and is administered through local schools
- Print, digital, and podcast options are available
- Sponsorship design services are available for a nominal fee



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A diagram of a magazine page layout with a green background. It shows several colored rectangular spots for sponsorships: a large yellow spot at the top right, a teal spot in the middle, a blue spot at the bottom left, and a yellow spot at the bottom right. Lines connect numbered circles (5-9) to these spots. Prices are listed inside or next to the spots: \$895 for the top yellow spot, \$495 for the teal spot, \$595 for the bottom left blue spot, and \$595 for the bottom right yellow spot. The bottom right yellow spot is also labeled 'BUSINESS LISTING ONLY \$295' with a line pointing to it.

**5 STANDARD FULL PAGE**  
8.5" wide x 11" tall  
with bleed  
\$895

**6 QUARTER PAGE**  
3.65" wide x 4.875" tall  
\$495

**7 THIRD PAGE HORIZONTAL**  
7.5" wide x 3.1875" tall  
\$595

**8 THIRD PAGE VERTICAL**  
2.375" wide x 10" tall  
\$595

**9 BUSINESS LISTING ONLY**  
\$295  
A business listing in the sponsorship directory in the back of the magazine. Includes business name, address, phone number and website url plus a 30-word description.