

Effingham County Beyond *the* Tassel

THE MAGAZINE & PODCAST



Post Secondary
Possibilities:

**LIFE BEYOND
HIGH SCHOOL**

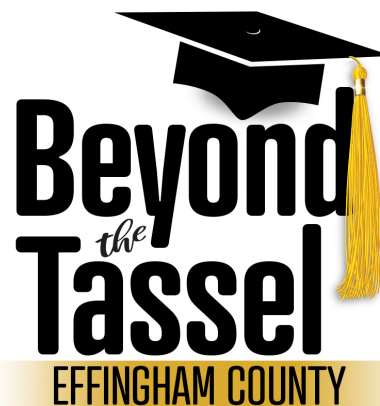
MEDIA KIT

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

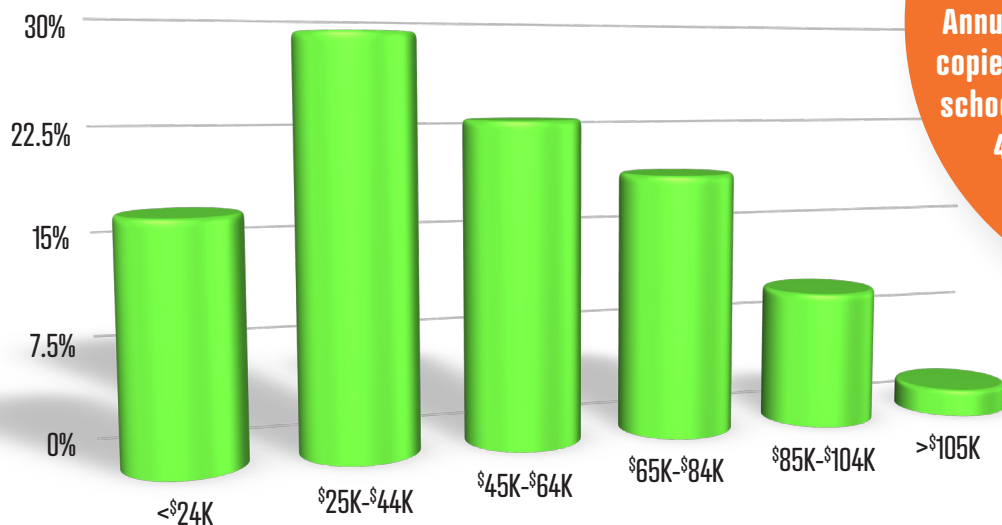
are better equipped to help their kids find excellent post-secondary fit, whether navigating the college admissions process, identifying interests and aptitude, or finding the money for college, trade school, or specialized training. We share post-secondary student intentions from Effingham County in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



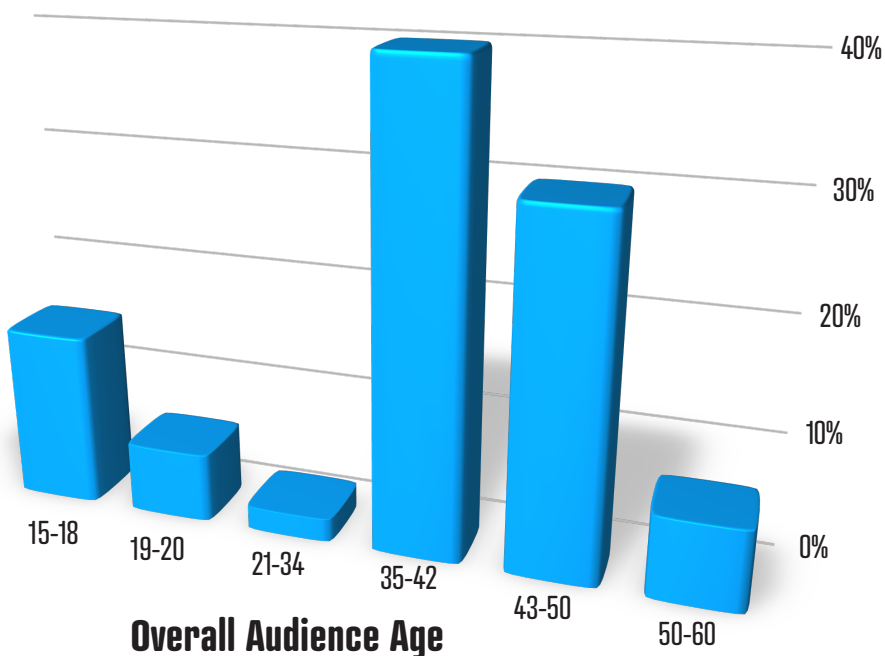
FREQUENCY & DISTRIBUTION

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



5 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

1

FULL PAGE WITH BLEED

8.5" wide x 11" tall
with a Business Listing
6 Positions Available

2

30-40 SECOND PODCAST SPOT

\$995



3

HALF PAGE

3.65" wide x 10" tall
with a Business Listing
4 Positions Available

4

QUARTER PAGE

3.65" wide x 4.9" tall
with a Business Listing
12 Positions Available

5

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.

