

# BUILDING BRIDGES

to connect STUDENTS

to YOUR SCHOOL





## *letter from* **Guy Townsend**

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***To change is to use one's talents for the betterment of others.***

Recognizing that change is nothing more than evolutionary, Townsend Publishing has aggressively sought to create many enhancements to all of our publications. From the look and feel and editorial content, to the distribution and most importantly how we collaborate with our valued advertisers, we have crafted quality publications that will generate qualified students for your school and university.

Our publications have provided advertisers with superior communication channels to high school student for 30 years. Here are a few of the enhancements we have recently made to our publications and Web site.

### **Better Publications**

*College Outlook, Achieve* and our other specialized recruitment publications have been totally redesigned. We've enhanced our quality with more pertinent editorial (over 40% of the publication contains top quality articles for our readers), created an eye appealing publication and worked diligently to strategically place advertisements.

### **Better Web site**

Collegeoutlook.net has been radically redesigned with an emphasis on being uncommercialized, easy to navigate and a revolutionary student-lead generation system. This lead generation system allows students to easily select schools of their choice with student leads being automatically distributed to your school. Take a minute and see the changes firsthand at [www.collegeoutlook.net](http://www.collegeoutlook.net).



## overview

### **Better Leads**

Our clients benefit from our state-of-the-art lead tracking and delivery system called **LINX™** (Lead **IN**formation **eX**change). This on-line proprietary tracking system is designed to deliver your leads to your school in a timely and accurate way.

### **Portfolio of Magazines & Services**

*College Outlook's* multi-level approach reaches over 1.5 million high school students through our nine magazines we publish annually. *College Outlook Spring & Fall, Achieve, Creative Outlook, Ec•lec•tic, Transition, In Concert, Reference Guide* and *Planning Calendar* are delivered via a broad-based distribution network into preselected high schools across the country. In addition, we provide lead generation eMail campaigning, Web design and Internet lead tracking.

Like you, we are dedicated to all students and their ability to make the "right" decision in their college / university choice. We made these changes to impact lives that will change the world.

Finally, for all of our current customers, we want to thank you for your continued business and for being a part of the College Outlook - Townsend program. And for those learning about us, we hope you will take the time to learn about our valuable recruitment offerings.

Best Regards,



Guy Townsend  
President and Publisher

# BUILDING BRIDGES to CONNECT STUDENTS to YOUR SCHOOL

*College Outlook & Achieve  
Link Your School to Students  
Most Compelled to Continue  
Their Education.*

*College Outlook* and *Achieve* are among the premier single-source information and recruiting guides for students, parents and educators looking for the ideal college and essential information for preparing high school students for college life.



## *What are the benefits of advertising in College Outlook, Achieve and collegeoutlook.net?*

- Your print advertisement will be seen by 1.5 million demographically and geographically selected students annually with a pass-along readership of 3.8 million.

- Our Web site, collegeoutlook.net, is specifically designed to provide relevant content and the best lead generation system in the industry. Moreover, the site is a highly desirable channel for advertising to high school students.

- Your future students obtain necessary information from credible sources on planning for college, paying for postsecondary education, exploring career options and making life decisions.

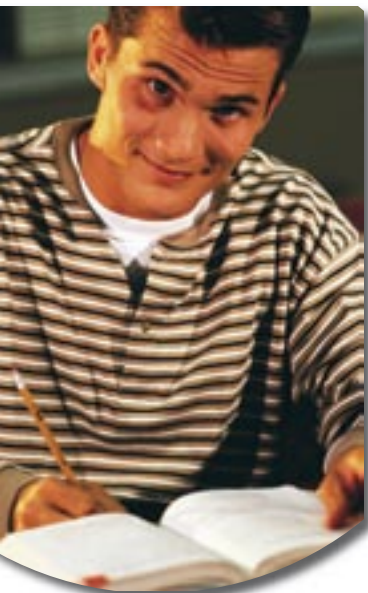
- Teachers and counselors endorse our publications. They consider our publications to be among the most authoritative and timely content resources for high school juniors and seniors.

- Students, parents, teachers and counselors relate to the language and easily accessible format of our publications. Written by our team of advisors, industry experts and teens themselves, each issue covers topical themes timed to the college and career planning process.

- Featured writers like Andrew Hewitt and Luc d'Abadie, authors of "The Power of Focus for College Students," as well as a seasoned team of editors contribute to a varied and informative mix of articles geared to supporting college bound students.



# *We Make It Easy to Connect With College Bound Students*



With a circulation of 1.5 million and a readership of almost three million, you will connect to the students you're actively recruiting.

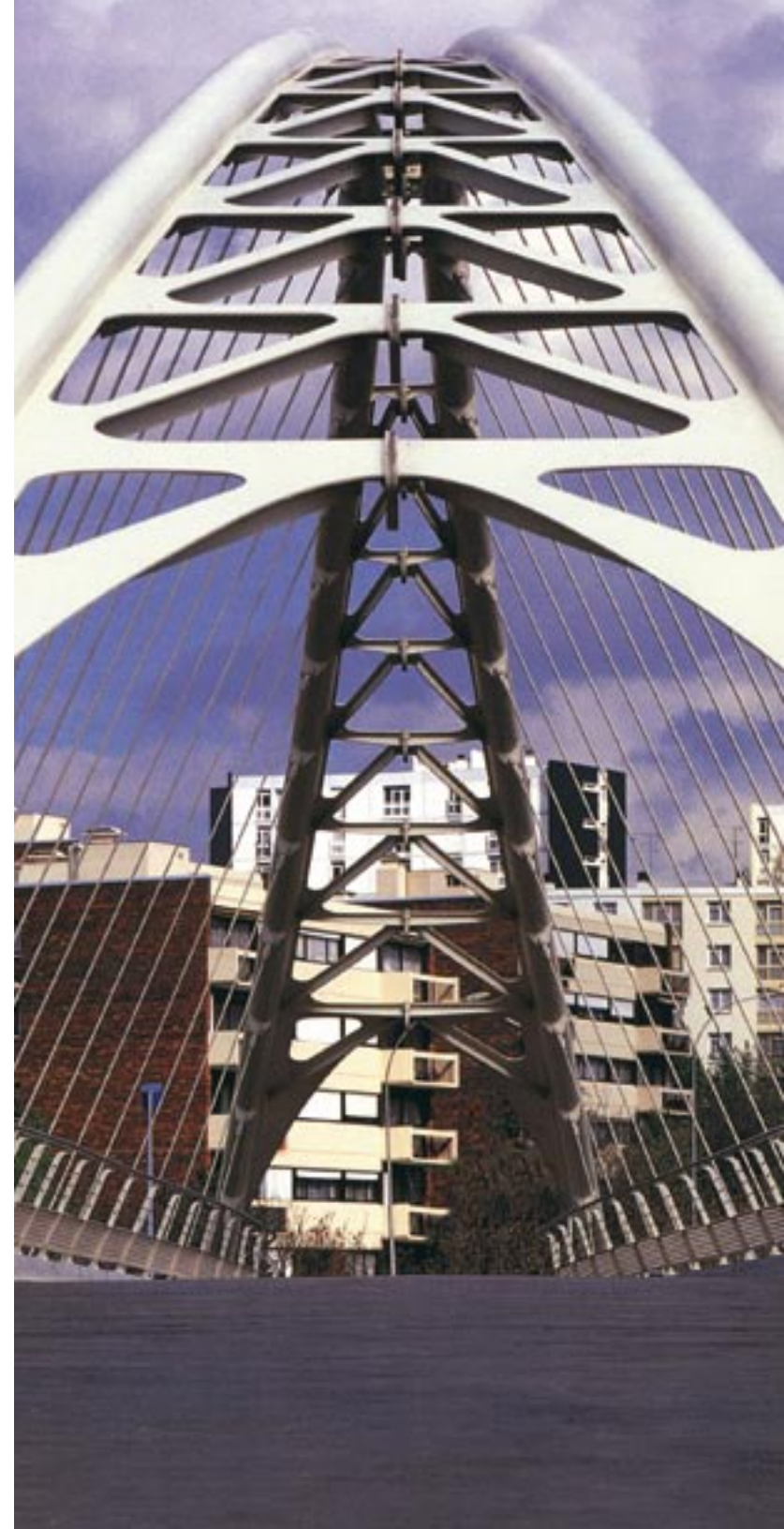
Published twice a year in the spring and fall, *College Outlook* targets high school juniors and seniors and connects with them right when they are thinking about the next step in their education.

Each issue is published in 20 or more regions of the United States, providing maximum impact

for your advertising. You can select to advertise in one or more editions of *College Outlook* or in our national section, which is distributed to all regions in the U.S.

*Achieve* is published every January and targets high school juniors with a cumulative B and above GPA.

Both publications are distributed directly to student homes and selected high schools.





# Completing the LINX

Each regional issue of *College Outlook* has multiple reply cards, which allows students to select and receive information about your school. Once we receive this information from students, these leads are then supplied to your school within three days or less by eMail from **LINX™**, (**L**ead **I**nformation **eX**change), our proprietary lead generation and tracking system.



**As one of the most influential educational recruitment publications in the industry, *College Outlook* promotes higher education to a readership of almost three million prospective students annually.**

*Once leads are received, they are sent directly to you by LINX within three days or less.*



# COLLEGEOUTLOOK.net

is the Industry's Leading Internet Site for

## COLLEGE FOCUSED STUDENTS

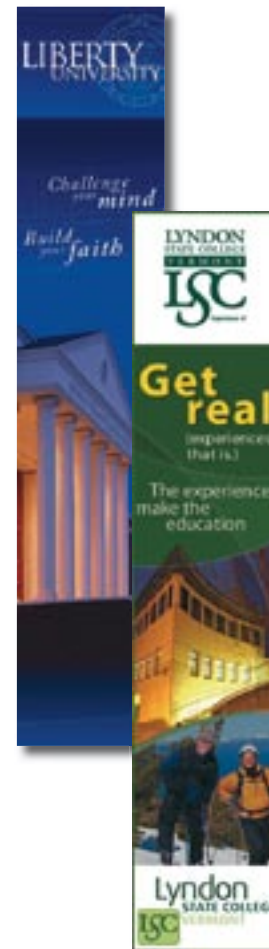


*CollegeOutlook.net is the go-to source for all high school students conducting a college search or preparing for college life.*

CollegeOutlook.net is one of the most complete, authoritative informational sources to get students started for college and their professional careers.

The site is full of information regarding college life, college preparatory testing, careers, scholarships and loans, as well as information for parents and counselors.

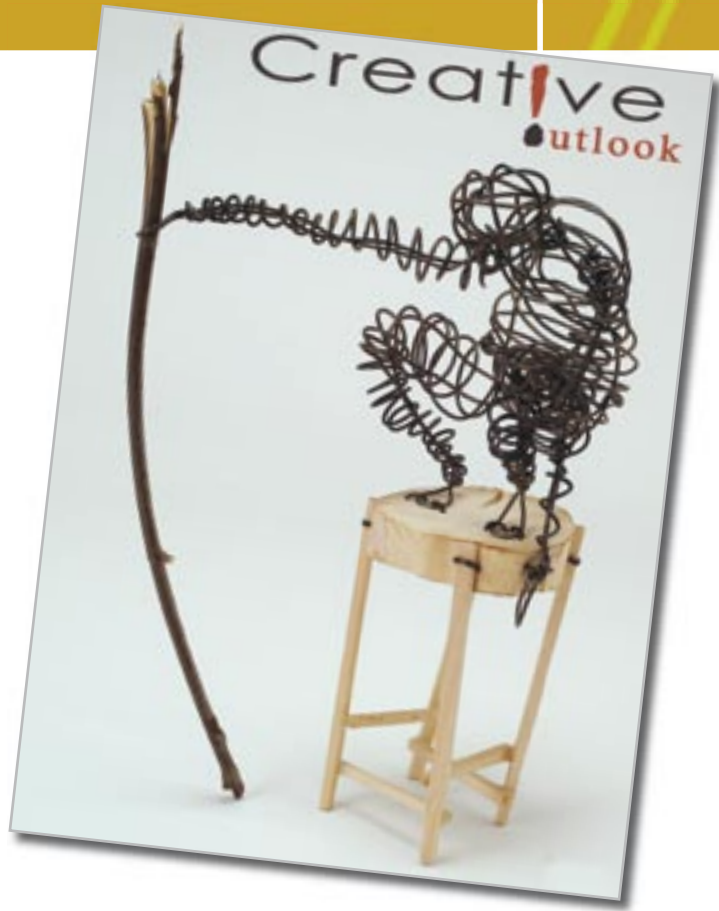
The site offers advertisers multiple brand building, direct recruiting and targeted lead generation inquiry. Reaching more than 8 million page views, the site will help generate registrants for your school.



- Free college search
- Direct lead generation
- Page sponsorship opportunities
- Advertorials
- Mini pages linked directly to your site with lead capture capabilities
- Targeted eMail campaigns
- Site page views over 8 million annually

*Skyscraper ads are 120 x 600 pixels*

# connecting artists & designers future to Your School



*Creative Outlook* grabs the attention of the very imaginative and most inventive art and design students.

*Creative Outlook* is the recruiting industry's most accepted college recruitment publication dedicated to students in pursuit of higher art education. It was developed in conjunction with the National Association of Schools of Art and Design, a national accrediting agency that establishes national standards for undergraduate and graduate degrees.

College bound and students from NASAD member schools submit artwork, which is a vital design element of the publication. Delivered to high schools in October, *Creative Outlook* is shipped directly to high school art instructors in bulk for free distribution to their most promising students. This elite publication is printed on a heavy, high gloss stock and perfect bound to ensure a longer shelf life.



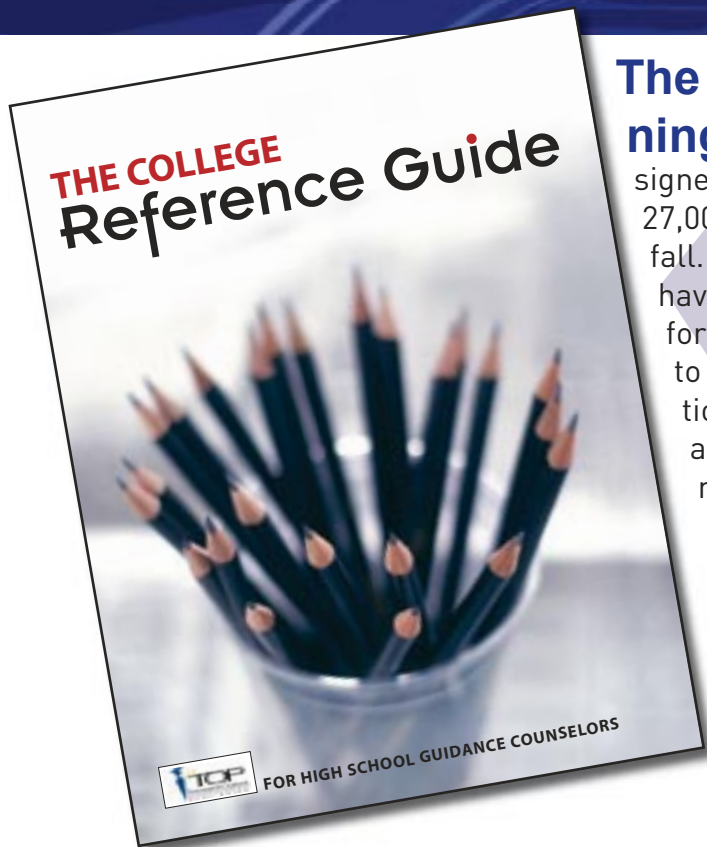


## *Benefits of Advertising with Creative Outlook*

- Your print advertisement is seen by 30,000 of the most dedicated and talented students around the country and assists them in their selection process for the right art and design school. In addition, 6,000 high school counselors will receive the most recent edition of *College Outlook*.
- Individual reply cards will accompany your full-spread ads.
- An art chart highlights specific programs of interest from your school.
- Clients have the opportunity to submit unbiased editorial content that is career driven and includes the latest trends in the art and design industry.
- High school teachers and counselors consider *Creative Outlook* to be one of the top references for serious art and design students.
- High school students obtain valuable information from credible sources including your school on planning for college, building a perfect portfolio and exploring the wide variety of career choices in art and design. From computer animation and unique architecture to painting a million dollar piece of artwork, *Creative Outlook* offers something for everyone.

### Completing the **LINX™**

Each issue of *Creative Outlook* has a reply card allowing students to request and receive information about your school. Once we receive this information from students, these leads are then supplied to your school within three days by eMail from **LINX™**, our proprietary lead generation and tracking system.



## The Reference Guide and Planning Calendar

are specifically designed to reach guidance counselors in all 27,000 high schools across the country in the fall. With the *Reference Guide*, counselors have an array of educational and career information at their fingertips to pass along to students wanting to pursue an education after high school. A variety of careers are highlighted, along with a list of the most popular majors. College admission essays, finding and applying for

scholarships, internship experiences and basic preparation tips for college are all topics discussed in depth in our publication. Additionally, the academic calendar allows counselors and students to keep up on school deadlines and orientations, along with fun tidbits for stress relievers. So, if a student's looking for an overall guide for preparing for an education after high school, look no further. The *Reference Guide* comes with a 12-month planning guide that provides SAT/ACT testing dates and other pertinent annualized college admission dates.

**Transition** is the transfer student's guide for embarking upon their next educational endeavor. Published annually in the fall, this publication is specifically targeted toward community and junior college transfer students looking to transfer to a 4-year school. Our publication helps with that transition. Deciding which college is the perfect fit, facing

the application process or wondering what credits will transfer are all questions answered by *Transition*. We help students prepare for that next step, making the move from a community or junior college as smooth as possible by eliminating all worry and concern.

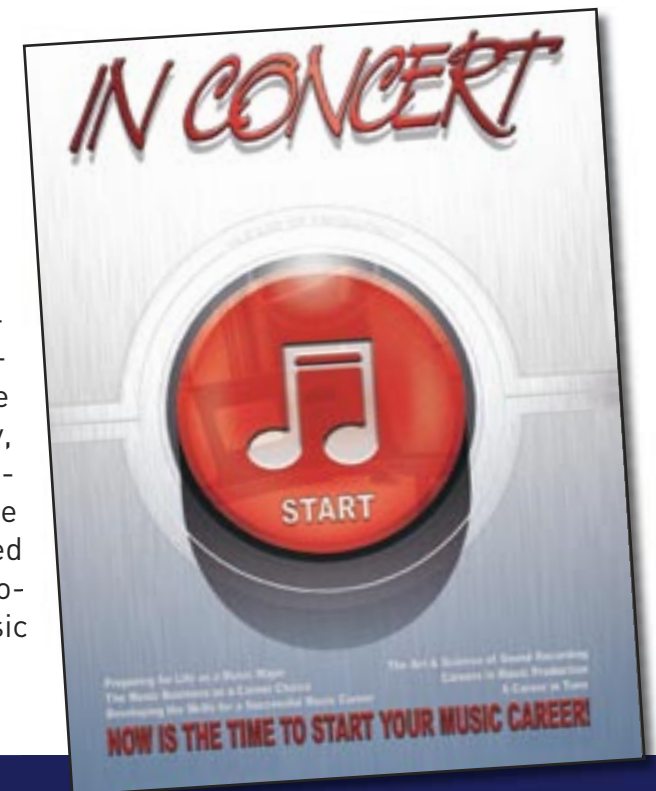




**EC•LEC•TIC** goes to all future artists in the class. Ranging from performing arts to painters and sculptors, this publication features the latest college recruitment information for all types of visual arts including film. Our publication offers must-have information, such as career descriptions and future outlook, how to open your mind to the outside world (study abroad), and tips on creating the perfect portfolio to get in

the door. We also feature many diverse student artworks throughout the publication. Plain and simple – it's a great reference guide for deciding which art institute to attend and the benefits of each. It is published each spring, so students can read it while soaking up the sun on spring break.

**In Concert** targets high school students who love all types of music and are interested in pursuing a music-related degree in college. Whether it's classical or country, or performing arts and producing, this publication targets the passionate musician, the creative graphic designer and the talented producer. Published each fall, *In Concert* provides valuable information on all top music schools and degree options in the nation.



*Thank you for the issues of Creative Outlook. I read the magazine through, and I think our art majors will find it very useful and enjoyable. It has great career descriptions, advice for creating admission portfolios, and fantastic descriptions of schools and institutes. I am very pleased to be able to hand this out to our art majors.*

*~ Belinda C.  
Honolulu, HI*



*Thank you so much for placing my school on your distribution list again. As a counselor, I find it's an invaluable tool to use with juniors and seniors who plan to pursue higher education. Not only does it offer college information, but it also offers pertinent scholarship links that are current and highly usable. Moreover, it allows students to read the testimonials of other students who offer helpful tips about college life. In general, it provides high school students with a bird's-eye view of the real world.*

*~ Bettie J.  
Pennsauken, NJ*

*When power leads man toward arrogance, poetry reminds him of his limitations. When power narrows the area of man's concern, poetry reminds him of the richness and diversity of his existence. When power corrupts, poetry cleanses.*

*~ John F. Kennedy (1917 - 1963), Amherst College,  
Honoring Robert Frost*

*I am extremely happy with the new leads generation format and retrieval process you now provide. This new procedure is so easy and fast, plus your quick turnaround time lead reporting is fantastic.*

*~ Eric S.  
Cincinnati, OH*

*This was the first year our district received copies of College Outlook, and we were greatly impressed with the information it contained. We are always searching for new venues on college information, and your publication provided a new look for a variety of colleges.*

*~ Carol O.  
Woodbury Hts., NJ*

*I want to thank you on behalf of myself and our students at Evergreen High School for sending us the most recent issue of College Outlook magazine. The students always benefit from the information it contains.*

*~ Judith G.  
Evergreen, CO*

*I found your publication so pertinent to our needs that I immediately requested additional copies for all of our counselors at my campus. Thanks for your quick response because now they won't be taking my copy.*

*~ Tony F.  
El Paso, TX*

*Next in importance to freedom and justice is popular education, without which neither freedom nor justice can be permanently maintained.*

*~ James A. Garfield*

*Education's purpose is to replace an empty mind with an open one.*

*~ Malcolm Forbes*

*Thank you for your copies of Transition. In my position as Transfer Counselor for Student Support Services at DBCC, I try to provide first-generation college students with as many tools and useful information as possible to ensure their transition to a 4-year institution is a smooth and successful one. I am pleased to say that I find Transition magazine to be one such tool. Thank you again for this wonderful resource, and I anxiously await the next issue.*

*~ Vanessa B.  
Daytona Beach, FL*

*Achieve magazine covers the gamut on college success and beyond. It's all you need to keep up on college, scholarship and career choices. Every high school counselor should have one on their desk as a reference. We distribute the magazine to all of our juniors and seniors, and they find it contains valuable information on making choices for higher education.*

*~ Denise S.  
Pueblo, CO*



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