



HONDROS

COLLEGE

Part of Hondros Education Group

**2019 MEDIA KIT** | Hondros College Course Guide

# WE VALUE YOU

Hondros College is a national leader in real estate education and part of Hondros Education Group, a premier provider of professional education. We develop programs for the small business owner and the entrepreneur in real estate, insurance, appraisal, mortgage, and home inspection.

We are committed to providing the same industry-leading content and dedicated service that our students and business partners have known for decades.

The Hondros College Course Guide contains course schedules and packages in all of our industries, for new pre-licensing students as well as professionals meeting their continuing education requirements. We're proud that our course guide is acclaimed as a primary reference tool for business professionals and community residents alike.



*John Hondros & Linda Hondros*

# WHO SEES IT?

The Hondros College Course Guide reaches a wide audience in your local community. Our diverse student and alumni population of men and women range from 18 - 65 years old and value the course offerings, class schedule, and thought leadership articles within our course guide. With their own distinct economic and educational backgrounds, they seek to improve their careers and enrich their lives through education. Our audience is looking to explore careers in one of our education programs or seeking to advance their current career.



Real Estate



Appraisal



Mortgage



Insurance



Home Inspection

Our course guide is distributed state-wide in print and digital formats

Course guide distribution method totals August 2017 - August 2018



**60,000**  
PRINTED GUIDES



**75,000**  
DIGITAL VIEWS

# CHOICES

**Our course guide measures 8.5 inches by 10.875 inches**

It's printed 3 times a year on 50# matte text paper with a 60# matte text cover stock

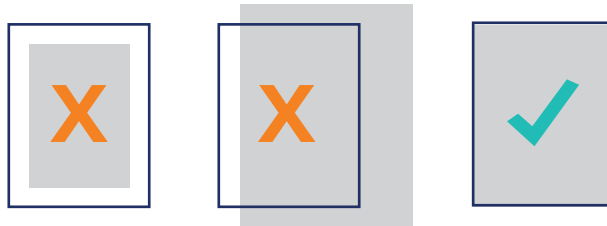
BEST VALUE			
Ad size	1 issue	2 issues	3 issues
<b>Full page</b> Front or back inside cover 7.5" x 9.875"	\$2,500	\$4,500	\$6,375
<b>Full page</b> Interior 7.5" x 9.875"	\$2,000	\$3,600	\$5,100
<b>Half page</b> Vertical 3.675" x 9.875"	\$1,200	\$2,160	\$3,060
<b>Half page</b> Horizontal 7.5" x 4.875"	\$1,200	\$2,160	\$3,060

BEST VALUE			
Ad size	1 issue	2 issues	3 issues
<b>Quarter page</b> Vertical 3.675" x 4.87"	\$700	\$1,260	\$1,785
<b>Quarter page</b> Banner 7.5" x 2.34"	\$700	\$1,260	\$1,785
<b>Business Card</b> or Logo 3.675" x 2.34"	\$200	\$360	\$510

# AD REQUIREMENTS

## Technical specs to follow when creating & submitting your ads:

- Accepted file formats include PDF, JPEG, or EPS only
- Vector files (PDF, EPS) are preferred. If submitting raster-based files (JPEG), resolution must be at least 300 dpi
- Fonts/type must be converted to outlines/art or embedded
- CMYK colorspace only - do not use RGB, Pantone, or spot colors
- Ads must be delivered actual size. See example:

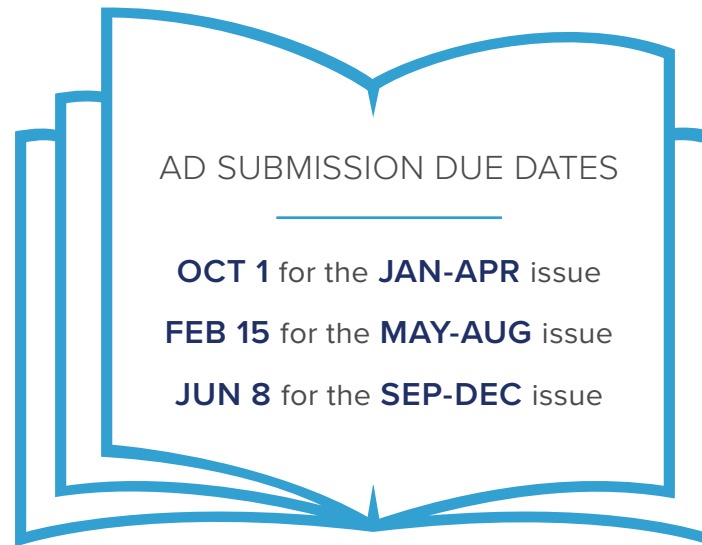


- For best readability, keep type size larger than 7 point
- Avoid using “rich” or “4 color” blacks
- Keep total ink coverage in your ad below 260%

# PARTNER WITH US

## Reserve your advertising space

Simply fill out the form at [www.hondros.com/partner-with-us/advertise-course-guide](http://www.hondros.com/partner-with-us/advertise-course-guide), and a member of our sales team will follow up with you right away.



Send your finished ads and any questions to [sales@hondros.com](mailto:sales@hondros.com)  
or give us a call: **1.866.845.3276**

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[www.hondros.com](http://www.hondros.com)





YOUR **PARTNER** IN PROFESSIONAL EDUCATION

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