

HONDROS

COLLEGE OF BUSINESS

2018 Media Kit

WE **ARE** HONDROS COLLEGE OF BUSINESS



WE VALUE YOU

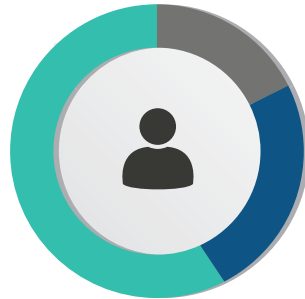
Headquartered in Columbus, Ohio, Hondros College of Business continues to be a national leader in education, real estate and business. We offer careers in Real Estate, Insurance, Appraisal, Mortgage and Home Inspection.

The company is dedicated to upholding the same quality and high standards today that students, business partners and customers have known for decades.

The Hondros College of Business Course Guide contains monthly course schedules with various packages designed to meet the needs of new pre-licensing students and professionals meeting their continuing education requirements. We are proud that our course guide is acclaimed as a primary reference tool for business professionals.

A handwritten signature in grey ink that reads "John Hondros & Linda Hondros". The signature is written in a cursive style and is centered at the bottom of the page.

WHO SEES IT?



Real Estate

Real Estate Agent, Real Estate Broker, Real Estate Companies, Prospective Students

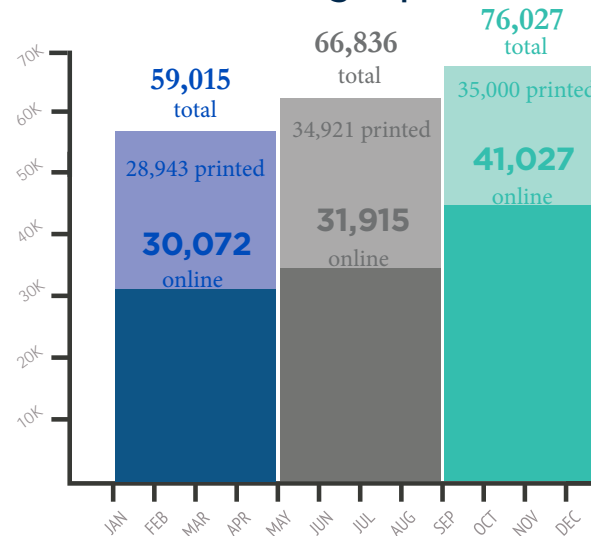
Financial Services

Insurance Agents, Insurance Companies, Preferred Partners, Banks, Prospective Licensees

Other

CPA's, Attorneys, Business Professionals, Mortgage Brokers, Loan Originators, Loan Processors, Appraisers, Home Inspectors, General Contractors, Title Agencies

We publish our Course Guide 3 times a year with ever increasing exposure



Graph 1
January-April 2016

Graph 2
May-August 2016

Graph 3
September-December 2016

HOW DOES THE EXPOSURE BREAK DOWN?

* Based on the January - December 2016 Course Guide Statistics

41,027+

Online

Online

Mail

35,000

Mail

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Hondros College of Business



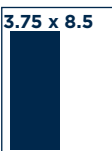

Advertising




AD SIZE & PRICING



CHOICES

The Hondros Course Guide is an untrimmed, glossy, saddle stitch magazine that measures approximately 8.5 inches wide by 10.875 inches

	SIZE	1 guide	2 guides	3 guides
	FULL PAGE FRONT INSIDE COVER OR BACK INSIDE COVER	\$2500.00	\$4500.00	\$6375.00
	FULL PAGE	\$2000.00	\$3600.00	\$5100.00
	HALF PAGE VERTICAL	\$1200.00	\$2160.00	\$3060.00
	HALF PAGE HORIZONTAL	\$1200.00	\$2160.00	\$3060.00

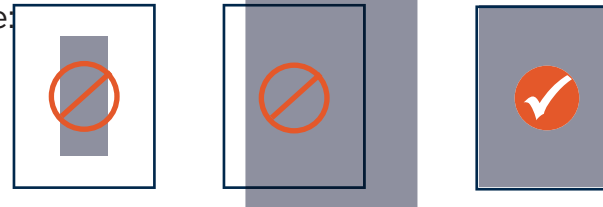
	SIZE	1 guide	2 guides	3 guides
	1/4 PAGE	\$700.00	\$1260.00	\$1785.00
	1/4 PAGE BANNER	\$700.00	\$1260.00	\$1785.00
	LOGO on LOGO PAGE	\$200.00	\$360.00	\$510.00

AD REQUIREMENTS

Specifications for submitting your documents for print.

Camera-ready files

- Ads must be submitted as PDF/X-1a files.
- Files must be prepared in a layout program such as InDesign. Type must remain vector and the fonts must be outlines or embedded. PDF files created by Adobe Photoshop or Word are not considered camera-ready.
- Color ads should be CMYK only. Pantone or spot colors are never used.
- Minimum photo resolution is 300 dpi.
- Ads must be delivered at size. See example:



Pitfalls to avoid when designing files

- Avoid using rich blacks or four color blacks.
- Do not use 10 point San-serif type, 18 point serif or light sans fonts.
- Do not use font sizes under 10 point.
- Back-to-back four color.
- Large solid areas of color: keep total ink coverage below 260%.

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Hondros College of Business

Advertising

SUBMITTING & DEADLINES

WHEN & HOW

Ad deadlines

Your finished ads are due by the deadline

ISSUE	DUE DATE
JAN - APR	OCT 1
MAY - AUG	FEB 15
SEP - DEC	JUNE 8

Send your files to:

sales@hondros.com

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Hondros College of Business

Advertising

CONTACT US

HONDROS

COLLEGE OF BUSINESS

READY TO **RESERVE** YOUR SPACE?

CONTACT OUR SALES DEPARTMENT TODAY!

Office: 1.866.845.3276

Email: sales@hondros.com

**HAVE QUESTIONS ABOUT THE DESIGN OF YOUR AD?
WE'VE GOT YOU COVERED. EMAIL US:**

advertising@hondros.com

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Hondros College of Business

Advertising

FORM

HONDROS

COLLEGE OF BUSINESS

MORE INFO

Complete the form below and email the PDF to advertising@hondros.com or visit our website at www.hondros.com

Your Company:

Industry:

Contact:

Phone Number:

Email Address:

Ad Size Interested In:

Questions/Comments: