

ROAD2COLLEGE

MEDIA + ADVERTISING KIT

DEBBIE SCHWARTZ, FOUNDER

ROAD2COLLEGE

ELITE AUDIENCE

82% COLLEGE OR GRAD DEGREES

83% MARRIED FAMILY STATUS

78% ANNUAL INCOME OVER \$75K

67% HOME VALUE OVER \$200K

88% HOME OWNERSHIP LEVEL

ADVERTISING OPPORTUNITIES

ADVERTORIALS WEBSITE + SOCIAL + EMAIL

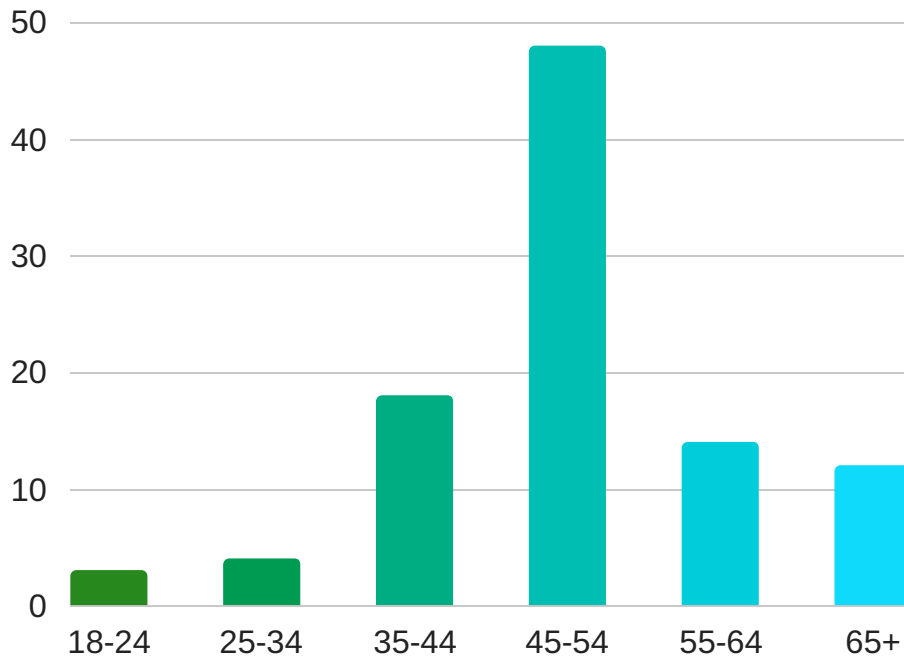
EMAIL SPONSORSHIP OR BLASTS

FACEBOOK POSTS, LIVES OR WEBINARS

GUEST ARTICLES WEBSITE + SOCIAL AND EMAIL

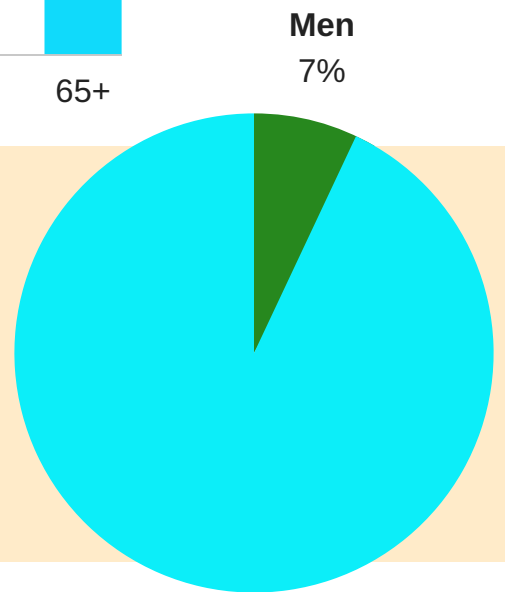
WEBSITE BANNERS OR INTERSTITIALS

ROAD2COLLEGE FACEBOOK PAGE



% AUDIENCE: LIFESTYLE TYPE

22% SUMMIT ESTATES
11% TOP PROFESSIONALS
9% FIRMLY ESTABLISHED
6% ESTABLISHED ELITE



GRAD SCHOOL 18%

COLLEGE 64%

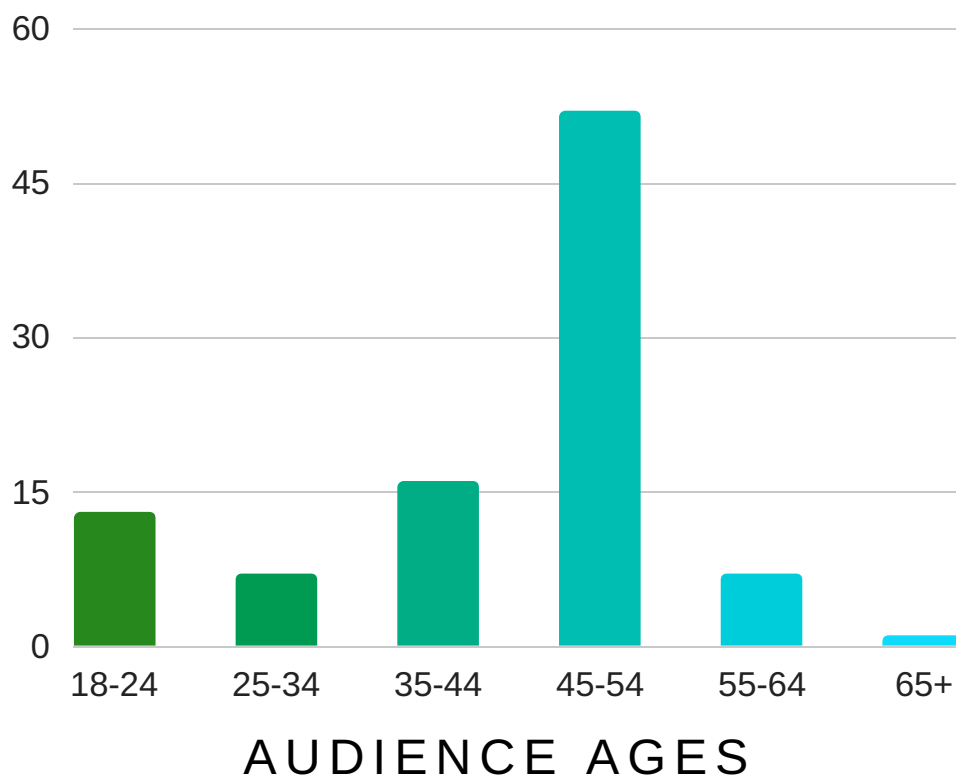
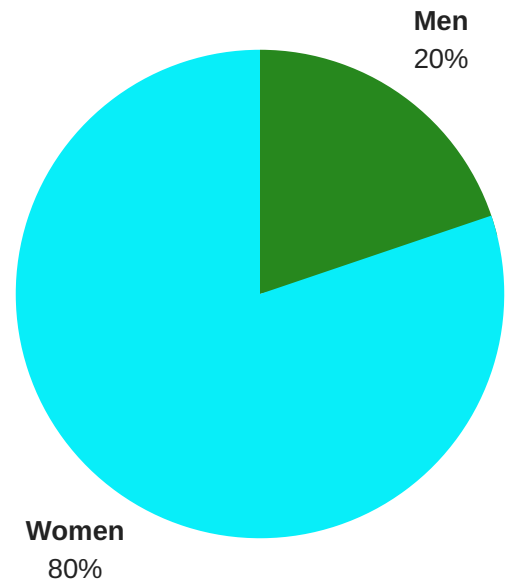
HIGH SCHOOL 18%



**17.9K
LIKES**

PAYING FOR COLLEGE 101

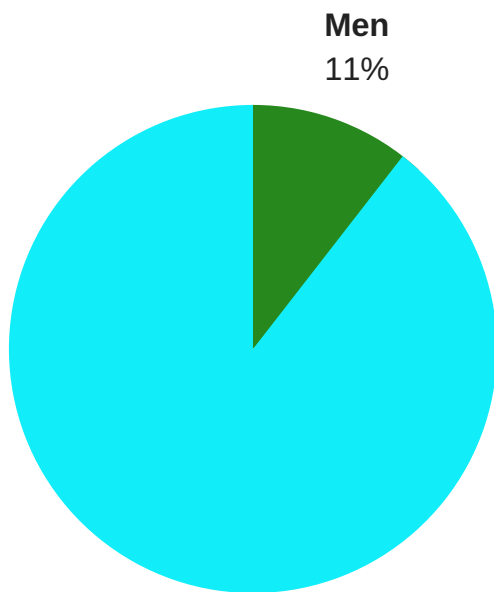
FACEBOOK GROUP



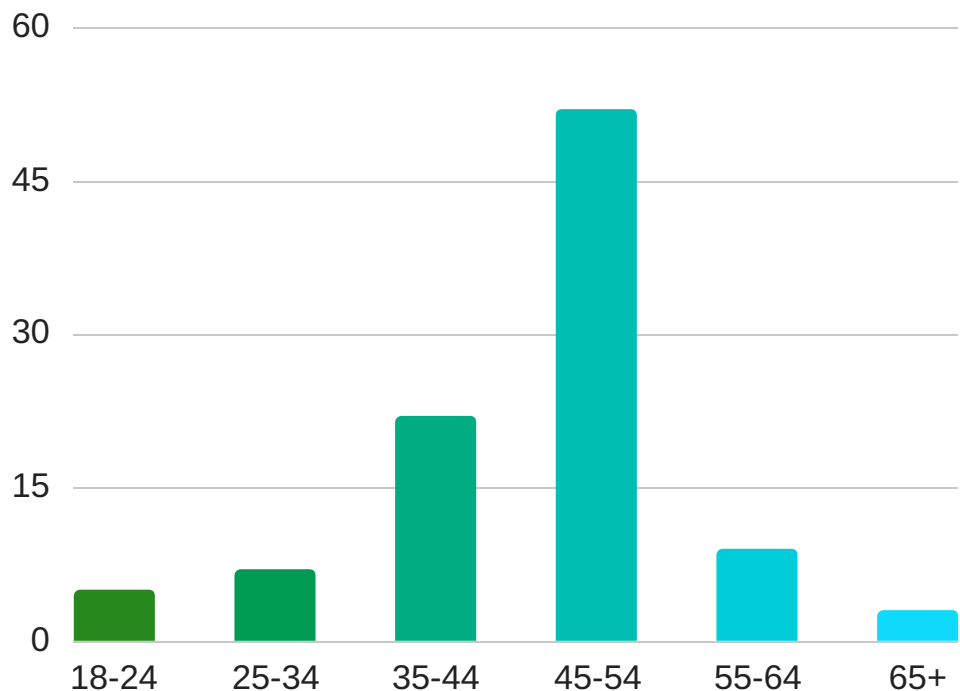
6 MONTH ORGANIC GROWTH: 300%

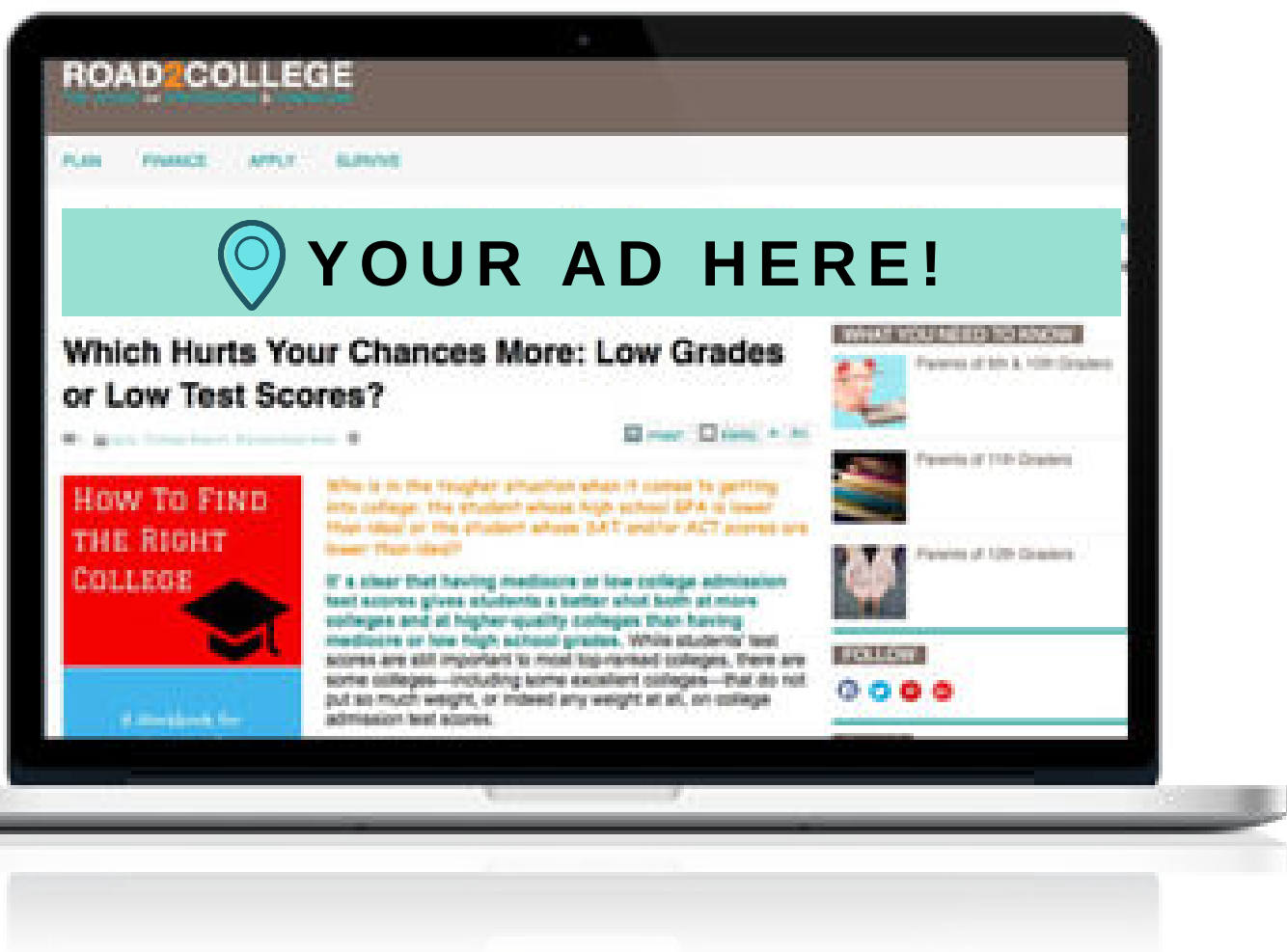
ROAD2COLLEGE WEBSITE AUDIENCE

MONTHLY TRAFFIC: 50 - 60K PAGEVIEWS



Women
89%





ROAD2COLLEGE

ADVERTISING RATE CARD

PLACEMENTS

ADVERTORIALS WEBSITE + SOCIAL + EMAIL

\$1000 FOR 750 WORDS + PICTURE

**POSTED ON SITE, COPIED TO EMAIL AND SOCIAL
CONTENT MUST BE PROVIDED, MAY BE EDITED**

EMAIL SPONSORSHIP OR BLASTS

\$1500 INDIVIDUAL EMAIL BLAST

\$500 SPONSORSHIP OF WEEKLY NEWSLETTER

FACEBOOK POSTS, LIVES OR WEBINARS

\$500 SPONSORED POST (INCLUDES AD BOOST)

\$500 SPONSOR LIVE VIDEOS (2 MINUTE SPOT)

\$750 SPONSOR WEBINARS (5 MINUTE SPOT)

CONTENT FOR SPOT MUST BE PROVIDED

\$1500 JOINT LIVE VIDEO OR WEBINAR

GUEST ARTICLES WEBSITE + SOCIAL AND EMAIL

\$500 IF CONTENT PROVIDED BY SPONSOR OR

\$750 IF CONTENT NOT PROVIDED

ARTICLES ARE APPROX. 500-800 WORDS

WEBSITE BANNERS OR INTERSTITIALS

\$150 BANNERS ABOVE FOLD

\$500 INTERSTITIALS (45 SECONDS)

DEBBIE SCHWARTZ, FOUNDER

FEATURED IN:



CONTACT:

DEBBIE@ROAD2COLLEGE.COM

ADVERTISING OPPORTUNITIES

ADVERTORIALS WEBSITE + SOCIAL + EMAIL
EMAIL SPONSORSHIP OR BLASTS
FACEBOOK POSTS, LIVES OR WEBINARS
GUEST ARTICLES WEBSITE + SOCIAL AND EMAIL
WEBSITE BANNERS OR INTERSTITIALS

ROAD2COLLEGE