

# ROAD2COLLEGE

The Scoop On Paying For College

Road2College is dedicated to providing trustworthy information to help families navigate college admissions, financial aid and the paying for college process. Our resources include education, tools, and experts to help families make smarter financial college decisions.

## As seen in:

The New York Times

Money

DISCOVER

TIME

bizjournals<sup>™</sup>  
strictly business, strictly local

## Partners Include:

College AVE<sup>®</sup>  
STUDENT LOANS

CommonBond

LendKey

FUNDING U

Campus Market  
Supported by DCM

prompt

Private College  
529 Plan<sup>SM</sup>

## Topics our community and members are talking about:

- Paying for College
- Financial Aid
- Finding Merit Scholarships
- Federal and Private Student Loans
- College Costs Beyond Tuition
- Parent-Child Talks About Paying for College

## Be Part of the Conversation and Solution:

- Promote your service or product to a motivated audience eager for information and options
- Provide value and financial literacy content to help students succeed
- Support and provide positive financial outcome to students and families
- Promote student friendly offers that help families save money
- Support a Scholarship

## Audience Reach

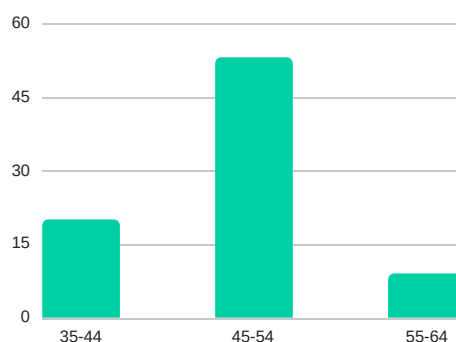
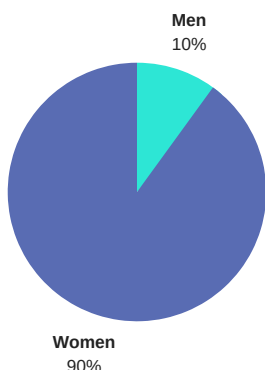
Paying For College 101 Facebook Group – 54k+ members

Road2College Facebook Page - 36K followers

Monthly Road2College Website Pageviews: 150K / month

Email Subscribers: 40K

Twitter: 2271 followers



## Top 10 Cities

- New York, NY
- Chicago, IL
- Nassau County, NY
- Atlanta, GA
- Philadelphia, PA
- Houston, TX
- Suffolk County, NY
- Los Angeles, CA
- Dallas, TX
- Austin, TX

## Contact

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