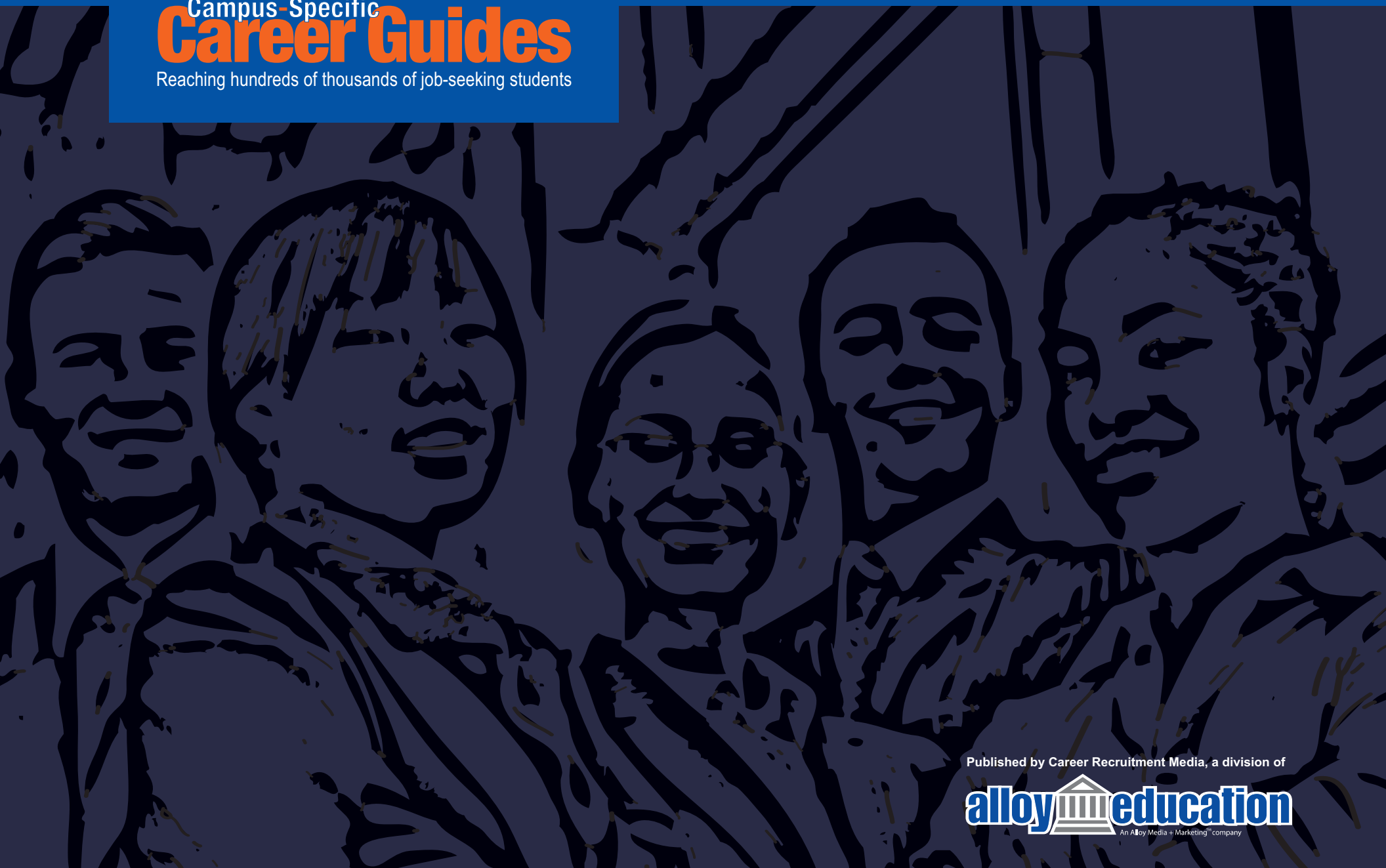


Campus-Specific
Career Guides

Reaching hundreds of thousands of job-seeking students



Published by Career Recruitment Media, a division of



>> The Official Career Center Guides of America's Finest Colleges and Universities



ALLOY EDUCATION

We have the power to connect you

Alloy Education is a division of Alloy Media + Marketing, the country's leading provider of youth-targeted media and promotional programs. With 70+ custom-published, campus-specific career center guides and award-winning career magazines, Career Recruitment Media provides employers unparalleled access to the career-minded individuals they want to attract and hire.

PRINT

Magazines

Graduating Engineer & Computer Careers
Minority Nurse
Career Planning Guide
Private Colleges & Universities
American Colleges & Universities
Careers & Colleges

College Guides

Campus-Specific Career Guides
Custom Career Fair Guides
College Admission Data Sourcebooks
Sourcebook for Two-Year Colleges
Index of Majors & Sports
Sourcebook for Students with Learning & Developmental Differences
College Atlas & Planner
College Locator Maps
Major Decisions
The College Finder

MEDIA NETWORK

In-School Media Boards
Newspapers – high school and college
ChannelOne Network

INTERACTIVE

Websites

alloyeducation.com
careersandcolleges.com
• Search scholarships
• Explore colleges
• Find a loan
• Prep for tests
findtuition.com
privatecolleges.com
acuinfo.com
graduatingengineer.com
minoritynurse.com
channelone.com

DATA

Four-year colleges
Two-year colleges
Graduate schools
Scholarships

MARKETING

Direct Marketing

E-zine newsletters
E-mail marketing
Direct mail
Database marketing
• Postal and E-mail
Lead generation
• Interactive advertising
Viral marketing



CAMPUS-SPECIFIC CAREER GUIDES

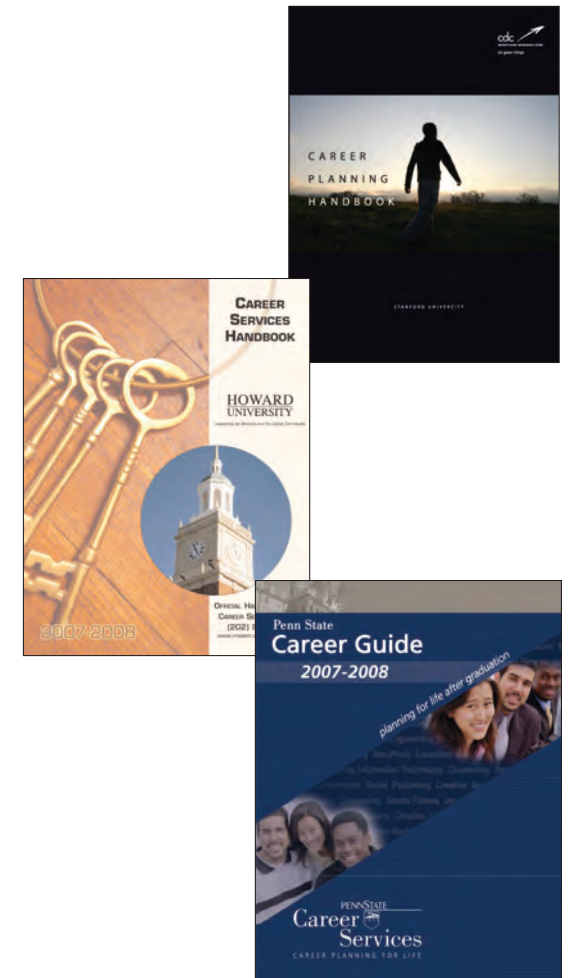
Whether you're recruiting students for specific disciplines such as engineering, business or bioscience, or for a highly diverse workforce, Campus-Specific Career Guide sponsorship is your key to success!

Campus-Specific Career Guides, formerly the Placement Manual® Series, are the officially sanctioned, career development publications of the colleges and universities most often found on recruitment schedules. Included are large public schools such as Penn State and The University of Texas, premier private institutions such as Cornell and the University of Notre Dame, highly regarded Historically Black Colleges and Universities such as Howard and Tuskegee, and America's top engineering schools such as MIT and Virginia Tech.

Career Guides are provided to over 200,000 career-focused, job-seeking students by their college and university career centers. Because the content of each manual is created by the school's career center staff and includes highly relevant, campus-specific information, students use these publications all year long. And unlike non-endorsed publications, Career Guides are fully integrated into each school's career planning program and are regarded as the "textbook" for the career center.

"The Career Planning Handbook is the best vehicle for getting an employer's name in front of our students."

*Lance Choy
Director, Career Development Center
Stanford University*



“With the proliferation of online resources, we find the Guide has more value than ever as a resource that students and alumni use again and again.”

*Dr. Richard L. White
Director, Career Services
Rutgers University*

Q. Why are you contacting us about Campus-Specific Career Guides?

A. We’re contacting you about sponsorship opportunities because the career center(s) at which you will be recruiting, or where you want to have a presence, have indicated that they would like to have your advertising support for their publication.

Q. Why should we advertise in Campus-Specific Career Guides when we already participate in on-campus recruiting events?

A. Many reasons. First, your Career Guide ad may be customized with information about your career opportunities. This feature alone saves you important resources by bringing you only qualified candidates.

Second, through advertising sponsorship, you’ll clearly demonstrate your support of the campus career centers where you’ll be recruiting. Plus, by opting for this highly visible show of support, you’re automatically upgraded to “employer of choice” status among the students you want to attract and hire.

Third, you’re not getting the most from your recruitment dollars if your message isn’t visible after the special event is over. Since Career Guide content is campus-specific, students refer to them repeatedly. This yearlong exposure keeps your message on top of students’ minds, and is yours for as little as a few dollars per day.

Finally, students rank Career Guides as their “most useful resource for career planning.” They expect to interview with or learn more about employers that advertise in their school’s Campus-Specific Career Guide.

Q. OK. We’re interested in participating. But why are you contacting us instead of career center staff?

A. Campus career centers are extremely busy assisting students and organizing events. That’s exactly why they turn to us, the recognized leader in our field, to produce and solicit sponsorship for their publication. But the process is definitely “open door”. We’re eager to work in conjunction with you and career center staff to discuss the most effective sponsorship option for you. Remember, only our publication carries the school’s OFFICIAL endorsement.

Q. We only recruit on a few campuses. Do we have to buy ad space in each of the Campus-Specific Career Guides in order to participate?

A. No! The beauty of our lineup is that it works for everyone. If you’re launching a national recruitment campaign, we can easily (and affordably) put you into every guide that we publish. But if you’re only recruiting on a few campuses, we can handle that as well. Just let us know where you’re recruiting, and we’ll put together a program that meets your objectives.

Q. We’re not ready to make commitments for the 2008-2009 school year. Why should we participate now?

A. Why not? We have a variety of incentives that make it very attractive to choose to participate sooner rather than later. While it may seem early to be making plans for reaching out to students in the Class of 2009, it’s actually the perfect time to secure your position. We’re ready and eager to assist you in meeting your recruitment goals!

"The Career & Job Search Guide is the single, all-encompassing piece of career management literature that we give to our students."

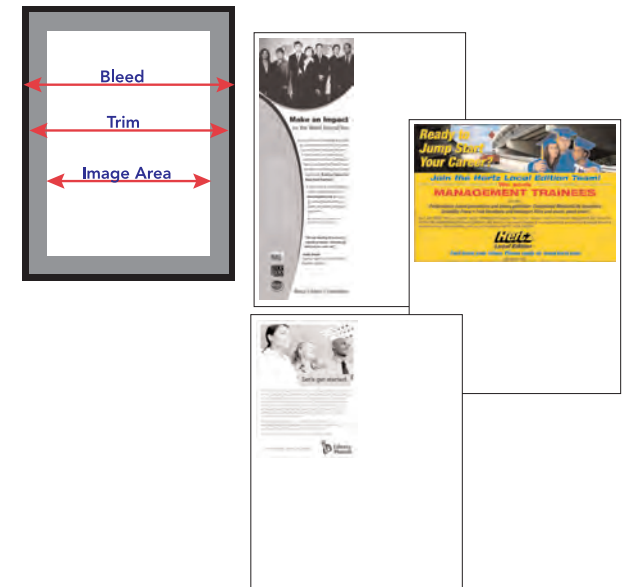
*Kevin G. Monahan
Associate Director, The Career Center
University of Notre Dame*

MECHANICAL REQUIREMENTS

| AD SIZES | WIDTH | HEIGHT |
|-----------------------|--------|---------|
| FULL PAGE | | |
| Trim Size | 8-1/4" | 10-7/8" |
| Image Area | 7-1/4" | 9-3/4" |
| Bleed Size | 8-1/2" | 11-1/8" |
| HALF PAGE | | |
| Horizontal Image Area | 7-1/4" | 4-3/4" |
| Vertical Image Area | 3-1/2" | 9-3/4" |
| QUARTER PAGE | | |
| Vertical Image Area | 3-1/2" | 4-3/4" |

LIVE AREA

Keep vital copy at least 1/2" from gutter or any trim edge.



Please mail artwork to:

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Chicago, IL 60606
Phone: 312.525.3107 or lwooden@alloyeducation.com

FORMATS

PDF

PDF files with all fonts embedded and high-resolution graphics (grayscale TIFFs at 300 dpi, and lineart at 1200 dpi). They may be submitted via email or sent on CD. If you choose the PDF/X-1a:2001 format, the embedding will be done for you.

Quark Documents

Quark version 6.5 documents should be submitted on disk. Include all the supporting, high-resolution artwork (TIFF and EPS) and fonts for the document.

InDesign Documents

InDesign documents should also be submitted on disk with all supporting, high-resolution artwork and fonts.

Color Ads

To ensure proper reproduction, we ask that you please supply an industry-standard press proof for all color advertisements.

**"The Terp Career & Job Search Guide
has become THE resource of choice by
staff, students, alumni and faculty."**

*Linda LeNoir
Assistant Director, Career Center
University of Maryland*

| | | |
|---|--|--|
| University of Akron | Louisiana State University | San José State University |
| Alabama A&M University | Marist College | Southern University & A&M College |
| University of Alaska Anchorage | University of Maryland | Stanford University |
| The University of Arizona | Massachusetts Institute of Technology | Syracuse University |
| Baruch College | University of Michigan, College of Engineering | Tennessee State University |
| Cal Poly, Pomona | Morgan State University | Texas A&M University |
| Cal Poly, San Luis Obispo | New Jersey Institute of Technology | Texas A&M University - Kingsville |
| Cal State Chico | New Mexico State University | Texas Tech University |
| Cal State Fresno | Norfolk State University | University of Texas at Austin, College of Business |
| Cal State Long Beach | North Carolina A&T State University | University of Texas at Austin, College of Engineering |
| California Institute of Technology | University of Notre Dame | University of Texas at El Paso |
| University of California, Berkeley | Ohio University | University of Texas - Pan American |
| University of California, Davis | University of Oklahoma | Tuskegee University |
| University of California, Irvine | Old Dominion University | Virginia Tech |
| University of California, San Diego | Oregon State University | University of Washington |
| Carnegie Mellon University | Penn State | University of Wisconsin - Stout |
| Cornell University | Penn State (Graduate Edition) | Worcester Polytechnic Institute |
| The Culinary Institute of America | Polytechnic University | |
| Florida State University | Prairie View A&M University | |
| University of West Florida | Purdue University | |
| Grove City College | Purdue University Calumet | |
| Howard University | Radford University | |
| University of Illinois at Chicago | Rensselaer Polytechnic Institute | |
| University of Illinois at Urbana - Champaign, College of Engineering | Rochester Institute of Technology | |
| University of Iowa, College of Engineering | Rose-Hulman Institute of Technology | |
| | Rutgers University | |

*CRM reserves the right to make additions or
deletions to the list of Campus-Specific Career
Guide schools.*

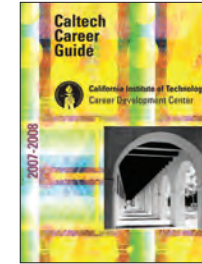
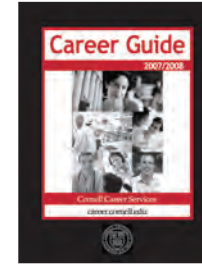
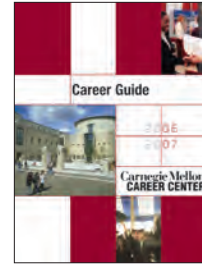
CAMPUS-SPECIFIC CAREER GUIDES

Rate Structure - School Groups

Helping employers create fully customized, on-campus recruitment campaigns is our goal!

With input from past advertisers, we've established a three-tier rate structure—Groups One, Two and Three—to keep sponsorship costs affordable and easy to understand. It's based on the principle that all things are not created equal!

Career Guide schools are organized into the groups based on the number of guides a campus receives, academic excellence and the number of editorial pages within each guide. In other words, employers are not asked to pay the same amount to sponsor a guide on a campus that has fewer graduates than at others with many more graduating students. Employers may sponsor guides at as many schools as they wish, regardless of what group the schools are in.



GROUP ONE SCHOOLS

University of California, Berkeley
Carnegie Mellon University
Cornell University
University of Illinois at Urbana - Champaign,
College of Engineering
University of Maryland

Massachusetts Institute of Technology
University of Michigan, College of Engineering
Penn State
Purdue University
Rutgers University
Stanford University

Texas A&M University
University of Texas at Austin, College of Engineering
Virginia Tech
University of Washington

GROUP TWO SCHOOLS

The University of Arizona
Cal Poly, San Luis Obispo
California Institute of Technology
University of California, Davis
University of California, Irvine
University of California, San Diego
Florida State University
Howard University

University of Illinois at Chicago
Louisiana State University
North Carolina A&T State University
University of Notre Dame
Polytechnic University
Prairie View A&M University
Rensselaer Polytechnic Institute
Rochester Institute of Technology

San José State University
Syracuse University
Texas Tech University
University of Texas at Austin, College of Business
Tuskegee University
Worcester Polytechnic Institute

GROUP THREE SCHOOLS

University of Akron
Alabama A&M University
University of Alaska Anchorage
Baruch College
Cal Poly, Pomona
Cal State Chico
Cal State Fresno
Cal State Long Beach
The Culinary Institute of America
University of West Florida
Grove City College

University of Iowa, College of Engineering
Marist College
Morgan State University
New Jersey Institute of Technology
New Mexico State University
Norfolk State University
Ohio University
University of Oklahoma
Old Dominion University
Oregon State University
Penn State (Graduate Edition)

Purdue University Calumet
Radford University
Rose-Hulman Institute of Technology
Southern University & A&M College
Tennessee State University
University of Texas at El Paso
University of Texas - Pan American
Texas A&M University - Kingsville
University of Wisconsin - Stout

CAMPUS-SPECIFIC CAREER GUIDES

Past Advertisers

“Employers have the opportunity to reach a large applicant pool, as each student attending Career Center seminars receives our Manual as an incentive for participation.”

*Inman E. Otey
Director, Career Center
Tennessee State University*

ABERCROMBIE & FITCH
ACCENTURE
THE AEROSPACE CORPORATION
AIG
AMERIPRISE FINANCIAL
ARCELORMITTAL
BAE SYSTEMS
BE AEROSPACE
BEARINGPOINT
BECHTEL BETTIS, INC.
BNP PARIBAS
THE BOEING COMPANY
BOOZ ALLEN HAMILTON
BUBBA GUMP SHRIMP CO.
THE CAPITAL GROUP COMPANIES
CATERPILLAR
CINTAS CORPORATION
CNA CORPORATION
CONSOLIDATED ELECTRICAL DISTRIBUTORS (CED)
DAKTRONICS
DELL
DELOITTE
DEUTSCHE BANK
ENTERPRISE RENT-A-CAR
ERNST & YOUNG
FARMERS INSURANCE
FIRSTENERGY
FRANKLIN TEMPLETON INVESTMENTS
FRITO-LAY
GEICO
GENERAL MILLS
GLAXOSMITHKLINE
GOLDMAN SACHS & COMPANY
GRANITE CONSTRUCTION COMPANY
GRANT THORNTON LLP
THE HERTZ CORPORATION
HESS CORPORATION
INTERNATIONAL PAPER
JOHNSON & JOHNSON
JPMORGAN
KIMBERLY-CLARK
KPMG

LIBERTY MUTUAL GROUP
MCKINSEY & COMPANY
MERCK
MERRILL LYNCH
MERVYNS
MILLER BREWING COMPANY
MIT LINCOLN LABORATORY
MITRE CORPORATION
NESTLE PURINA
NISSAN
NORDSTROM
NORFOLK SOUTHERN CORPORATION
PANDA RESTAURANT GROUP
PFIZER
PHILIP MORRIS USA
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RMS MCGLADREY
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SKANSKA USA BUILDING INC.
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STEVE & BARRY'S UNIVERSITY SPORTSWEAR
TARGET CORPORATION
TURNER CONSTRUCTION
TYSON FOODS
UNILEVER
UPS
UNITED STATES STEEL CORPORATION
US AIR FORCE
US ARMY
US MARINE CORPS
US NAVY
THE VANGUARD GROUP

...PLUS MANY MORE



Achieving real results for our clients is our highest priority

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