RECRUITING MILITARY STUDENTS
MEDIA KIT 2011-12

THE DOMINANT BRANDS DELIVERING MILITARY STUDENTS
Approximately 800,000 veterans used GI Bill benefits, up 40% in 2010."

– Keith Wilson, Director of Education Service for the Department of Veterans Affairs

Victory Media

Through its many established brands, long experience, deep relationships and unparalleled rating system, Victory Media’s print and web media products serve as the foundation for any school serious about recruiting the military and veteran student. If you’re one of the 20% of all schools nationwide which made the Military Friendly Schools® list, congratulations on such an elite achievement. Our media products, which start at only $990 per year, stand ready to carry your recruiting message to the enormous and valuable military student market. Only Military Friendly Schools® can run advertising in the print version of the Guide to Military Friendly Schools® and www.militaryfriendlyschools.com. All other media are open to all schools.

What Makes Military Students Valuable

While you may not be actively recruiting military students, most schools are. Here’s why:

9.1 MILLION* MILITARY STUDENT MARKET
An estimated 8 million military troops and veterans are currently eligible for the GI Bill. Most seek formal education either while in the service or shortly after separation. An additional 1.1 million military spouses are now eligible for GI Bill benefits after recent passage of federal legislation.

$859 BILLION** IN TUITION BENEFITS
Each of these 8 million veterans (and including spouses) has access to potentially $107,830 in GI Bill benefits.

MORE LIKELY TO GRADUATE
According to the U.S. Department of Education, about 49 percent of all students who enroll in a degree program never finish. The cost of earning an education is cited as the main reason why students drop out. The new Post-9/11 GI Bill, which covers almost all education costs, virtually ensures that this will not happen with military and veteran students.

CLASSROOM LEADERS
Military and veteran students offer a high degree of maturity, life experiences, diversity, leadership and global perspective to the classroom. Other students and faculty benefit from this different perspective; and military and veteran students bring stability to a classroom typically filled with teenagers fresh out of high school.

BETTER APPLICANT POOL
Recruiting military and veteran students improves the academic qualifications of a school’s overall student body, by increasing the pool of quality applicants.

RACIAL DIVERSITY
21% African-American, 14% Hispanic, 10% Asian and other minorities.

*400,000 troops leave the military each year and are eligible for GI Bill benefits during an average 5 year term of service plus an additional 15 years following separation from the military. 400,000 x 20 yrs = 8 million potential students.

**New GI Bill pays for all tuition and fees at in-state, full-time undergraduate rates (average $10,120 annually for 4 yrs) plus room and board ($14,400 annually for 4 yrs) plus tutoring ($1,200 annually for 4 yrs) plus book stipend ($1,000 annually for 4 yrs) plus stipend to relocate student to school location (average $500 one time). Total benefit per student ($10,120 x 4 yrs) + ($14,400 x 4 yrs) + ($1,200 x 4 yrs) + ($1,000 x 4 yrs) + $500 = $107,380 total per veteran x 8 million veterans = $859 billion.
Military Students Seek A Wide Variety Of Education Options, Based On Three General Categories:

UNDERGRADUATE SCHOOLS
Primarily enlisted personnel and military spouses seeking an undergraduate degree in a traditional, part-time or distance learning setting. These are busy, young adults balancing family and career obligations while taking classes.

GRADUATE SCHOOLS
Primarily junior officers and spouses with undergraduate degrees seeking a graduate degree, often MBAs, in a traditional, part-time or distance learning setting.

TRADE & CAREER SCHOOLS
Primarily enlisted members seeking technical training and certification to complement trade experience gained in the service. Also, military spouses seeking to quickly enter the workforce. Recent changes to the Post-9/11 GI Bill have opened up non-degree granting trade and career institutions to VA funding.

Military Student Lifestages

<table>
<thead>
<tr>
<th>ACTIVE DUTY LIFESTAGE</th>
<th>TRANSITION LIFESTAGE</th>
<th>POST-MILITARY LIFESTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Troops and spouses frequent military base education offices seeking traditional, part-time and distance learning.</td>
<td>Troops and spouses attend military transition classes (TAP/ACAP) seeking traditional, part-time and distance learning.</td>
<td>Veterans and spouses continue seeking traditional, part-time and distance learning using GI Bill benefits.</td>
</tr>
<tr>
<td>Start military career</td>
<td>2 yrs before leaving the military</td>
<td>Separation from the military</td>
</tr>
</tbody>
</table>

Understanding The Military Student Market

There is no stronger recommendation than a personal referral. Meet a Student profiles introduce your school to prospective military students through the eyes of fellow student veterans. (FREE with School Profile purchase: See pages 6 & 7.)

Featured Schools Video
Showcase your school with a video on the homepage of www.militaryfriendlyschools.com (Limited availability: $4,990).

NEW FOR 2012

Meet a Student

There is no stronger recommendation than a personal referral. Meet a Student profiles introduce your school to prospective military students through the eyes of fellow student veterans. (FREE with School Profile purchase: See pages 6 & 7.)
How to Find Military and Veteran Students

Cost-effective advertising solutions to recruit military and veteran students.

Using both print and web advertising optimizes both short-term direct response and longer-term branding. The College Matchmaker tool on www.militaryfriendlyschools.com provides a proprietary web tool enabling military education seekers to find the perfect school for their unique needs.

Print advertising/sales: 800.288.8133 ext. 138
Email: sales@militaryfriendlyschools.com
Web: www.militaryfriendlyschools.com

How to Find Military and Veteran Students

Packages Offer Greatest Reach and Value

Discounted Combination Packages*

<table>
<thead>
<tr>
<th>School Profile*</th>
<th>1-star</th>
<th>2-star</th>
<th>3-star</th>
<th>4-star</th>
<th>5-star</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Profile on <a href="http://www.militaryfriendlyschools.com">www.militaryfriendlyschools.com</a></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Meet a Student Profile on <a href="http://www.militaryfriendlyschools.com">www.militaryfriendlyschools.com</a></td>
<td>2 Profiles</td>
<td>3 Profiles</td>
<td>4 Profiles</td>
<td>5 Profiles</td>
<td>6 Profiles</td>
</tr>
<tr>
<td>School Profile Ad on <a href="http://www.militaryfriendlyschools.com">www.militaryfriendlyschools.com</a></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Preferred Search Results on <a href="http://www.militaryfriendlyschools.com">www.militaryfriendlyschools.com</a></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Run of Site Web Ads on <a href="http://www.militaryfriendlyschools.com">www.militaryfriendlyschools.com</a></td>
<td>Eligible</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Suggested Schools on <a href="http://www.militaryfriendlyschools.com">www.militaryfriendlyschools.com</a></td>
<td>Eligible</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Military Friendly Schools® Poster Listing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Enhanced Print Listing in Guide to Military Friendly Schools®

Print Ad in Guide to Military Friendly Schools®

Print Ad in G.I. Jobs, Military Spouse or Vetrepreneur magazine

Featured Schools video on www.militaryfriendlyschools.com

Pre-Discounted Package Price

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Final Package Price</td>
<td>$9,900</td>
</tr>
<tr>
<td>1-star</td>
<td>$13,900</td>
</tr>
<tr>
<td>2-star</td>
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<tr>
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<td>$35,000</td>
</tr>
<tr>
<td>4-star</td>
<td>$49,000</td>
</tr>
</tbody>
</table>

Average School Search Results*

We work closely with the G.I. Jobs team to successfully promote our distance degree programs. Our students are adult learners with hectic lifestyles. They need the accommodating, career-enhancing education options that we provide. G.I. Jobs enables us to target a perfect demographic of prospective students.”

— Amy E. Onkka
Marketing Coordinator, Academic Outreach
College of Continuing Studies
The University of Alabama

I joined the military for the tuition benefits. But the number of benefits, and the many different schools available to use them, is overwhelming. G.I. Jobs and the Guide to Military Friendly Schools simplified my decision-making – thank you for these great resources!”

— Shawn Ladd
U.S. Army

Ad Rates for the 2012 Guide to Military Friendly Schools®

<table>
<thead>
<tr>
<th>Size of Ad</th>
<th>Width</th>
<th>Height</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.375&quot;</td>
<td>10.875&quot;</td>
<td>$9,850</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7.025&quot;</td>
<td>4.559&quot;</td>
<td>$5,970</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.429&quot;</td>
<td>4.559&quot;</td>
<td>$3,290</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>3.429&quot;</td>
<td>2.196&quot;</td>
<td>$1,890</td>
</tr>
<tr>
<td>1/16 Page</td>
<td>1.626&quot;</td>
<td>2.196&quot;</td>
<td>$990</td>
</tr>
</tbody>
</table>

*Ad space reservation deadline: August 12, 2011
Creative due: August 17, 2011

1/3 pg ads in G.I. Jobs, Military Spouse or Vetrepreneur magazine in lieu of 12x 1/2 pg ads.

* All rates are full color (4C). All full page ads are bleed. (FULL PAGE BLEED SIZE: 8.625 x 11.125)

* Terms for all web offerings are one year.

* All rates are net.

* All print ads are full color (4C). Only full page ads are bleed.

* Submit print ad creative no later than August 17, 2011 to production@militaryfriendlyschools.com.

* Send artwork at 300 dpi in Adobe PDF format. Call production at (412) 260-1663 x138 with any questions.

* All print ads are full color (4C). Only full page ads are bleed. (FULL PAGE BLEED SIZE: 8.625 x 11.125)

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Credibility & Influence
For nearly 10 years, G.I. Jobs magazine and its sister brands, the Guide to Military Friendly Schools®, Military Spouse magazine and Vetrepreneur magazine, have set the standard for ranking America’s most "military friendly" employers and contractors and has set the bar for schools that recruit military personnel and veterans as students.

National Release Of The Military Friendly Schools® List
In September 2011, the Military Friendly Schools® list will be released nationally to the press. Your school is encouraged to issue its own press release to promote your inclusion.

In September 2011, the 2012 Guide to Military Friendly Schools® will be published and distributed. The October 2011 issue of both G.I. Jobs and Military Spouse magazines will feature the full list of Military Friendly Schools®.

Additional Marketing Visibility
Increase the visibility of your inclusion on the Military Friendly Schools® list through these other media properties (available exclusively through our online store):

1. Additional plaques ($49.99; includes shipping)
2. Table toppers ($19.99; includes shipping)
3. Bulk G.I. Jobs magazines ($17.95 each; annual subscription)

How to Buy
It’s simple and easy.

**DEADLINE 8/12/11**

Step 1: Login at www.militaryfriendyschools.com/media using your school’s unique PIN. Your PIN is a four-digit alphanumeric code found in the shaded box just below your address label above.

Step 2: Select the marketing and advertising options you desire.

Step 3: Click either a) pay now via credit card or b) bill me.

**DON'T MISS OUT.**
Deadline for all marketing options is Friday, August 12, 2011!