

Two young men in military flight jackets are looking at a binder. The man on the left is writing in the binder with a pen. The man on the right is looking at the binder. Both jackets have patches, including the Air Education & Training Command logo. The background is a classroom or office setting with fluorescent lights and a door.

RECRUITING MILITARY STUDENTS

MEDIA KIT 2011-12



MILITARYSPOUSE

VETREPRENEUR



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



MILITARYSPOUSE

VETREPRENEUR



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 (not 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. $400,000 \times 20 \text{ yrs} = 8 \text{ million potential students}$.

**New GI Bill pays for all tuition and fees at in-state, full time undergrad rates (average \$10,120 annually for 4 yrs) plus room and board (\$14,400 annually for 4 yrs) plus tutoring (up to \$1,200 annually for 4 yrs) plus book stipend (average \$1,000 annually for 4 yrs) plus stipend to relocate student to school location (average \$500 one time). Total benefit per student $(\$10,120 \times 4 \text{ yrs}) + (\$14,400 \times 4 \text{ yrs}) + (\$1,200 \times 4 \text{ yrs}) + (\$1,000 \times 4 \text{ yrs}) + \$500 = \$107,380$ total per veteran $\times 8 \text{ million veterans} = \859 billion .

Understanding The Military Student Market

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.



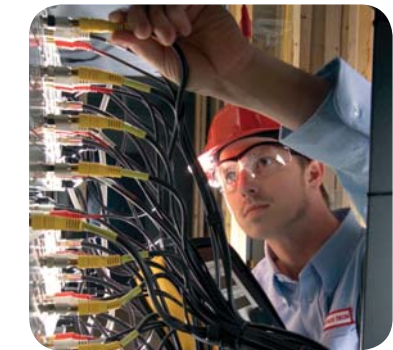
GRADUATE SCHOOLS

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 work force. Recent changes to the Post-9/11 GI Bill have opened up non-degree granting trade and career institutions to VA funding.



Featured Schools Video

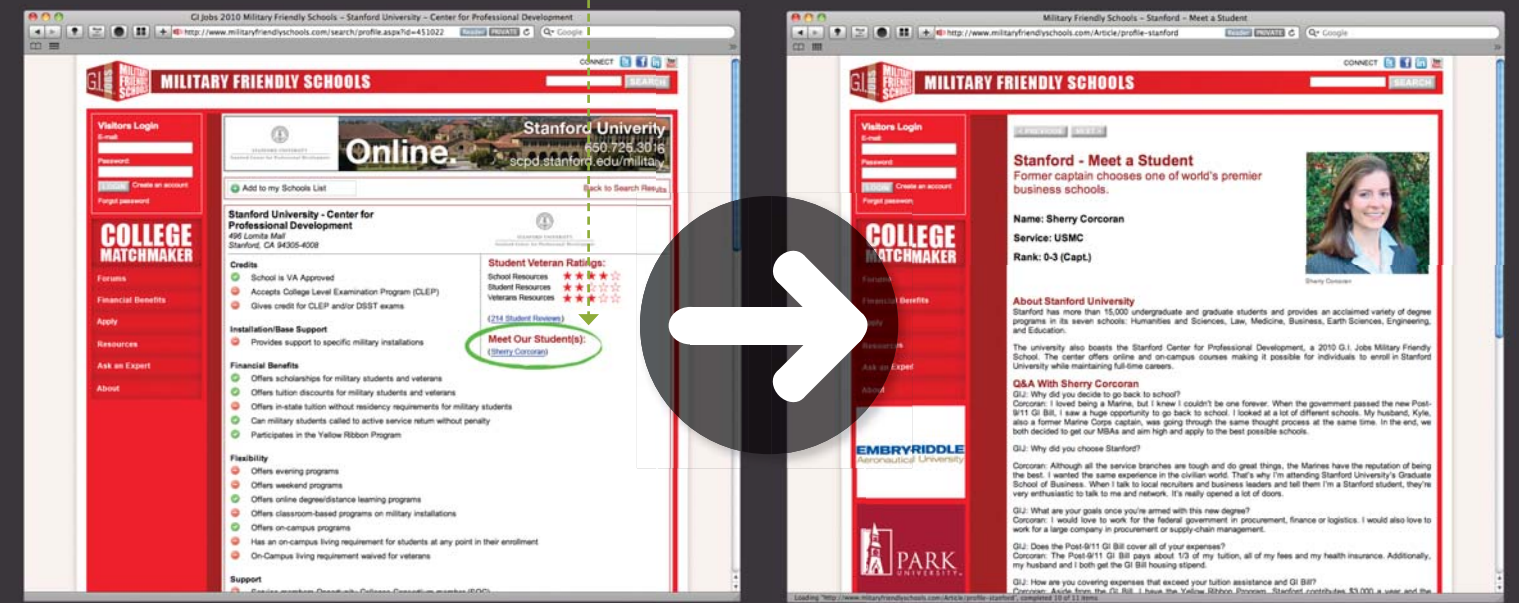
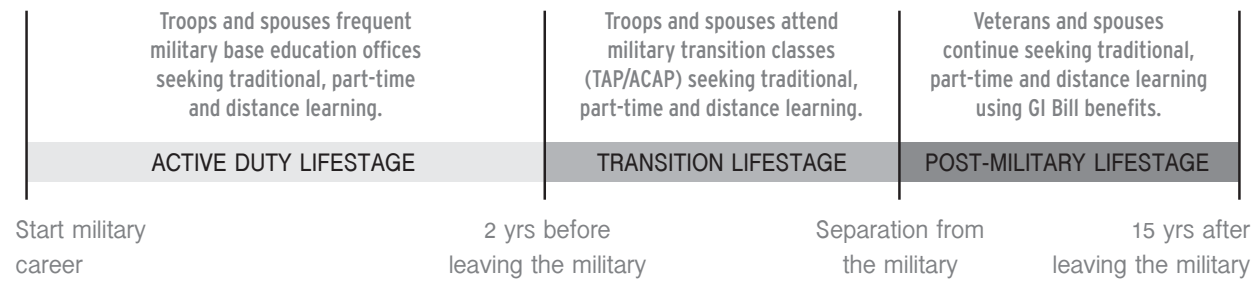
Showcase your school with a video on the homepage of www.militaryfriendlyschools.com (Limited availability: ██████████)



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.)

Military Student Lifestages



How to Find Military and Veteran Students

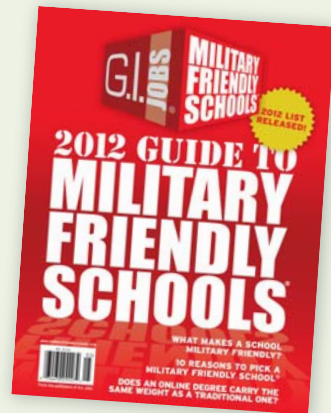
Cost-effective advertising solutions to recruit military and veteran students.

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

Web Offerings*	Free Web Profile	School Profile	School Profile & School Profile Ad	School Profile, School Profile Ad & Preferred Search Results
School Name/Address	✓	✓	✓	✓
Contact Telephone & Veteran/ Admissions Links		✓	✓	✓
Meet a Student Profile		✓	✓	✓
Electronic Reader Response		✓	✓	✓
School Logo Shown		✓	✓	✓
Only School Advertising on Your Page			✓	✓
Appears in 1st Tier of Search Results				✓
Appears in 2nd Tier of Search Results		✓	✓	
Appears in 3rd Tier of Search Results	✓			

Cost: \$990 each per year (\$83 each per month) for School Profile, School Profile Ad and Preferred Search Results.

* Term for all web offerings is one year.



2012 Guide to Military Friendly Schools® Print Advertising

Cost:



Enhanced Print Listing in the printed 2012 Guide to Military Friendly Schools®

Cost: \$990 per year (\$83 per month)



Military Friendly Schools® Poster Listing

Cost: \$990 per year (\$83 per month)

Ad Rates for the 2012 Guide to Military Friendly Schools®

Size of Ad	Width	Height	Price
Full Page	8.375"	10.875"	\$9,850
1/2 Page	7.025"	4.559"	\$5,970
1/4 Page	3.429"	4.559"	\$3,290
1/8 Page	3.429"	2.196"	\$1,890
1/16 Page	1.626"	2.196"	\$990



Ad space reservation deadline: **August 12, 2011**
 Creative due: **August 17, 2011**
 Distribution dates: **Sep 2011, Jan 2012, May 2012**

- * Submit print ad creative no later than August 17, 2011 to production@militaryfriendlyschoools.com.
- * Send artwork at 300 dpi in Adobe PDF format. Call production at (412) 269-1663 x137 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)
- * All rates are net.

Packages Offer Greatest Reach and Value

Discounted Combination Packages*	1-star	2-star	3-star	4-star	5-star
School Profile on www.militaryfriendlyschoools.com	✓	✓	✓	✓	✓
Meet a Student Profile on www.militaryfriendlyschoools.com	2 Profiles	3 Profiles	4 Profiles	5 Profiles	6 Profiles
School Profile Ad on www.militaryfriendlyschoools.com	✓	✓	✓	✓	✓
Preferred Search Results on www.militaryfriendlyschoools.com	✓	✓	✓	✓	✓
Run of Site Web Ads on www.militaryfriendlyschoools.com			Eligible	✓	✓
Suggested Schools on www.militaryfriendlyschoools.com			Eligible	✓	✓
Military Friendly Schools® Poster Listing	✓	✓	✓	✓	✓
Enhanced Print Listing in <i>Guide to Military Friendly Schools®</i>	✓	✓	✓	✓	✓
Print Ad in <i>Guide to Military Friendly Schools®</i>	1/4 pg	1/2 pg	full pg	full pg	full pg
Print Ad in <i>G.I. Jobs, Military Spouse or Vetpreneur</i> magazine	3 ads 1/3 pg	3 ads 1/2 pg	6 ads 1/2 pg	12 ads 1/2 pg	12 ads full pg
Featured Schools video on www.militaryfriendlyschoools.com				Eligible	Eligible
Pre-Discounted Package Price	\$16,196	\$22,581	\$38,122	\$61,441	\$86,716
Final Package Price	\$9,900	\$13,900	\$24,000	\$35,000	\$49,000

- * 3-star package may opt for 3x full pg ads in *G.I. Jobs, Military Spouse or Vetpreneur* magazine in lieu of 6x 1/2 pg ads.
- * 4-star package may opt for 6x full pg ads in *G.I. Jobs, Military Spouse or Vetpreneur* magazine in lieu of 12x 1/2 pg ads.
- * Only 4-star and 5-star packages can purchase suggested schools and run of site web ads. Both are sold at a \$39 CPM impression rate and are not included in final package price.
- * Terms for all web items are one year (Sept 2011 – Aug 2012).
- * All print ads are full color (4C). Full and half page *G.I. Jobs, Military Spouse or Vetpreneur* magazine ads are bleed. All rates are net.

Average School Search Results*



*Actual results from September 28, 2010 thru May 28, 2011 on www.militaryfriendlyschoools.com.

“ 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.”

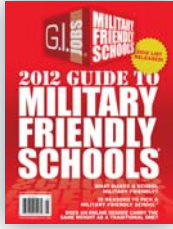
Johnnie E. Blackburn
 Marketing Coordinator, Academic Outreach
 College of Continuing Studies
 The University of Alabama

“ 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

Credibility & Influence

For nearly 10 years, *G.I. Jobs* magazine and its sister brands, the *Guide to Military Friendly Schools*®, *Military Spouse* magazine and *Vetpreneur* 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.



Military Friendly Schools® List
(www.militaryfriendlyschools.com)



Top 100 Military Friendly Employers®
(www.gijobs.com)



Top 10 Military Spouse Friendly Employers™
(www.milspouse.com)



Ten Best Corporations for Veteran-Owned Businesses™
(www.navoba.com)

Victory Media
429 Mill Street, Coraopolis, PA 15108
Tel: (412) 269-1663 x138
Email: advertise@militaryfriendlyschools.com
Fax: (412) 291-3375

Victory Media, Inc., a veteran-owned business.

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
(\$17.55 each; annual subscription)



DEADLINE
8/12/11

How to Buy

It's simple and easy.

Step 1:

Login at

www.militaryfriendlyschools.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!