

# Campus CAREER COUNSELOR

The Eyes and Ears of the Career Services Profession

Greetings, Prospective *Campus Career Counselor* Advertiser!

If you want to sell more of your product/service to college/university career services professionals across the United States, we can help—and in a simple, straightforward way that won't cost you an arm and a leg!

*Campus Career Counselor* is the only national publication geared specifically and exclusively to college/university career services professionals. We currently have 425 (and counting!) subscribing campus career centers across the United States—staffed by career services professionals who are constantly on the lookout for innovative products and services that will help college students and recent graduates achieve their career goals.

I invite you to advertise in *Campus Career Counselor*, via an insert created by you and mailed with an upcoming issue of the newsletter. The cost is just \$400 to \$550 (the exact cost depends on the size and physical weight of your insert), with discounts available for long-term insert advertising packages.

We value working with organizations for which advertising in *Campus Career Counselor* makes financial and strategic sense. **We want to create win-win relationships with organizations whose offerings we believe in ourselves.**

I invite you to read through the materials in this media kit to learn how you'll benefit from marketing your product/service via an insert in *Campus Career Counselor*.

Thanks for your time!

Sincerely,



Peter Vogt  
Publisher



## The 5 Advertising Benefits No One Else Offers

### Targeted Access to College/University Career Services Professionals

*Campus Career Counselor* is the **only** publication geared specifically and exclusively to college/university career services professionals. Every word we publish is for them and them alone. So when you advertise with us, you don't waste your limited marketing dollars on people (e.g., employers, other vendors) who have absolutely no use for—let alone intention of buying—your product or service. You reach the people you need to reach.

### Hundreds of *Committed* Readers in the Career Services Profession

Career services professionals pay \$69 a year to subscribe to *Campus Career Counselor* as a stand-alone product. In other words, *Campus Career Counselor* isn't a low-priority, take-it-or-leave-it publication that career services professionals receive as a freebie or as part of a professional organization membership. Subscribers buy *Campus Career Counselor* because they actually **read** it; otherwise they wouldn't buy it at all.

### Exclusive Visibility

We limit each monthly issue of *Campus Career Counselor* to just two advertising inserts. So your insert doesn't get lost—or tossed—with a wad of other advertisements. It's seen—and read. (In fact, as a practical matter, your advertising insert is darn hard to miss!)

### Inexpensive, Easy Reach

For \$400 to \$550 (the exact cost depends on the size and physical weight of your insert), your advertising insert goes to 375 (and counting!) subscribing campus career centers across the United States. And keep this very important fact in mind: That 375 figure represents 375 career **centers**. The actual number of **readers** who see your insert is much higher, since the typical *Campus Career Counselor* subscriber buys one copy that is then routed to all the career services professionals in the office.

### A High Return on Investment—One That's Measurable

We don't approach just anyone about advertising in *Campus Career Counselor*. We contact only organizations (like yours!) for which advertising in *Campus Career Counselor* makes financial and strategic sense. Indeed, your product/service is priced such that just **one or two sales** from your *Campus Career Counselor* insert will basically cover your costs; the other sales generated will be gravy—i.e., profit for you. We want to create win-win relationships with organizations whose offerings we believe in ourselves, and we think your organization is a good fit for just that. If we didn't, we wouldn't have contacted you in the first place.



## **Vital Statistics (as of November 1, 2006)**

### **Total Number of Subscribing Campus Career Centers**

- 375, all across the United States (with a handful in Canada to boot)

### **Type of Institution (4-Year vs. 2-Year)**

- 4-year institutions    289    (77%)
- 2-year institutions    86    (23%)

### **Type of Institution (Public vs. Private)**

- Public institutions    212    (57%)
- Private institutions    163    (43%)

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## The People Behind Campus Career Counselor Peter Vogt and Pamela Braun

Through his work as a college career counselor—at the University of Wisconsin-Whitewater; Edgewood College in Madison, Wisconsin; and now in private practice in the Twin Cities—**Peter Vogt, M.S.** has developed a helping philosophy that encourages students and recent grads to explore their abundant career possibilities and challenge the limiting beliefs, assumptions, and perceptions they often have about themselves and the world of work.



Peter now devotes most of his time to writing about college students and their career concerns. His articles have appeared in *National Business Employment Weekly*, *Managing Your Career*, and *CollegeJournal.com* and *CareerJournal.com* (both produced by *The Wall Street Journal*). He is also The MonsterTRAK Career Coach for MonsterTRAK, the college community of leading global career site Monster; and author of the forthcoming book *Career Wisdom for College Students* (Facts On File, March 2007).

With a master's degree in counseling from the University of Wisconsin-Whitewater and 15 years' experience in publishing, Peter specializes in working with students who feel lost when it comes to their career development—just as he was as a lost-in-the-wilderness journalism student at Minnesota State University Moorhead from 1985 to 1990.

**Pamela Braun, M.A.** has extensive experience assisting liberal arts students in finding career paths to match their skills and talents. Holding a master's degree in counseling and psychological services (St. Mary's University of Minnesota, 1999) and a bachelor's degree in elementary education, Pamela counsels students and recent graduates on the career process; teaches two career-related courses; and presents career information to students and alums from various disciplines.



While finishing her graduate degree, Pamela completed her master's practicum by assisting a diverse student population at Macalester College (St. Paul, MN), a well-known liberal arts institution noted for its academic excellence. In addition, Pamela has worked at the Career and Community Learning Center at the University of Minnesota, where she counseled College of Liberal Arts students; and at Concordia University St. Paul, where she was Director of Career Services.

Pamela is involved in professional groups that allow her to track employment trends, including the Minnesota College and University Career Services Association and the Minnesota Career Development Association. Extremely interested in Carl Jung's personality typology and its effect on the career process, Pamela is co-authoring a book geared to the introverted job seeker.



## Advertising Procedures, Rates, and Specs

### Procedure

Marketing via an insert in *Campus Career Counselor* is fast and easy. Simply provide us with **400 copies** of the insert you'd like to include, and do so by the deadline we give you. (We told you it was fast and easy!)

### Rates

The final cost of your particular insert is driven by its physical weight (since that in turn affects the cost of mailing *Campus Career Counselor* itself). Here's a breakdown:

<b>If Your Insert Weighs</b>	<b>Then Your Cost Is</b>
Less than 0.5 ounces	\$400
0.5 ounces to 1.5 ounces	\$475
1.5 ounces to 2.5 ounces	\$550

### Specifications

Your advertising insert must weigh no more than 2.5 ounces, and it's best if your insert is the standard 8 1/2 x 11 inch format or smaller. But if your insert is easily foldable, we can work with different sizes too. (It really all depends on the insert, so just talk to us about your particular insert ahead of time if you have questions.)



## Our Subscribers Say It Best

The world of work is changing more rapidly than ever before. As career counselors in higher ed, we have to keep up with everything from work trends to student development to research in the field. Any resources that can help me do that in a straightforward, no-nonsense way get my attention.

If I had to choose one resource on college career counseling, I would choose *Campus Career Counselor*. I forward every issue to all of the counselors in my office.

Lisa Severy  
Director of Career Services  
University of Colorado at Boulder  
Boulder, Colorado

I use *Campus Career Counselor* as an intensive and informative publication to keep me focused on what our students need. The articles are great and the book reviews have been on target.

*Campus Career Counselor* is like having a research assistant without the associated personnel issues.

John M. Hockett  
Dean of Student Development  
Oklahoma City Community College  
Oklahoma City, Oklahoma

We subscribe to *Campus Career Counselor* because it happens to be one of the best publications of its kind to inform career services professionals about the latest news and trends related to careers.

The topics are diverse and range from hiring practices and statistics to best practices of career services offices. Insights from those in career services are often sought out. Thus, the publication is truly written from a perspective of those out there in the field, making it extremely helpful and applicable.

The articles are interesting and varied and extremely timely. Included are book reviews (very helpful for us resource people), research, employer insights, workshop and event ideas, and an always-wonderful column by Peter Vogt, a real leader in the field of career information.

I buy a lot of resources, and *Campus Career Counselor* is one of the best ones for the money. Because most of us are busy in our lives, we often don't have time to read a lot of information. *Campus Career Counselor* is a good, quick read and is always on the top of my "pile."

Elly Tucker  
Career Resources Manager/Career Counselor  
University of Virginia Career Services  
Charlottesville, Virginia

**More**  
↳

Download a free sample now!  
[www.campuscareercounselor.com/sample.htm](http://www.campuscareercounselor.com/sample.htm)

*Campus Career Counselor* is a great way to stay abreast of current topics and best practices.

Martina Sternberg, M.Ed.  
Assistant Director of Career Services  
The University of Texas at San Antonio  
San Antonio, Texas

*Campus Career Counselor* seems to always come up with very timely issues that help inform our whole office. ... It saves me time and gives me great information.

Dr. Rebecca A. Emery  
Director of Career Services  
Salisbury University  
Salisbury, Maryland

I am elated when *Campus Career Counselor* arrives each month! It provides a welcome distraction from scheduled meetings and reminds me to keep up with the ever-changing college career environment.

Becky Doak  
Director of Career Development  
Mount Union College  
Alliance, Ohio

One reason I enjoy *Campus Career Counselor* is because it's the right length; I can get it read even during a busy day or week. ... I also enjoy getting your take on new career publications before I make a purchase; I trust your opinion.

Carol J. Lytle  
Director of Career Services  
Buena Vista University  
Storm Lake, Iowa

I always enjoy reading *Campus Career Counselor*. The articles are very relevant to the career issues here on our campus. I appreciate that the articles are well written, fairly short, and easy to read.

Barbara Mussman  
Director of Career Services  
Mount Mercy College  
Cedar Rapids, Iowa

I appreciate the timely and professional information you provide to your colleagues, and I find *Campus Career Counselor* an excellent resource...

Shahrzad Arasteh  
Director of Career Services  
St. John's College  
Annapolis, Maryland

*Campus Career Counselor* is a high-caliber, well-written publication packed with tons of great ideas.

Carmen Croonquist, MSE  
Director of Career Services  
Co-Director, Personal & Professional Development Center  
University of Wisconsin-River Falls  
River Falls, Wisconsin

I enjoy reading *Campus Career Counselor* because: 1) I get practical, helpful, valuable information related to career counseling; 2) This information is specific for those career counselors in the college setting; and 3) I get a glimpse of the world of other career counselors in college settings similar to mine. I can relate to their situations and frustrations, and glean from their accomplishments!

Ginny Topfer  
Coordinator  
Career Services & Cooperative Work Experience  
Collin County Community College  
Frisco, Texas

Our office has been subscribing to *Campus Career Counselor* for less than a year and we've already seen an added benefit to our office from its useful information. ... It's like adding additional staff members to our office with new and exciting information and ideas, and for a great price!

Brie Weiler  
Career Resource Coordinator  
Office of Internships & Career Development  
Emmanuel College  
Boston, Massachusetts

I really do enjoy this subscription. It is one I make time for over all others. I subscribe to *Campus Career Counselor* because I get fresh ideas for programs. I've gotten ideas and leads for my roles as researcher, practitioner, counselor, administrator, and marketer.

Maureen Pernick Huber  
Director, Co-op & Career Development  
Daemen College  
Amherst, New York

I highly recommend *Campus Career Counselor* to all career educators. It is an invaluable resource that is timely, informational, and filled with practical ideas. ... I read several career development resources each month, and *Campus Career Counselor* is clearly the most useful!

Mike Stebleton  
Counselor, Counseling Department  
Inver Hills Community College  
Inver Grove Heights, Minnesota