



**Education**

**Media  
Kit 2008**

● **G.I. Jobs** | the dominant brand delivering military students

# RECRUIT THE BEST STUDENTS

Military students are perhaps the most highly sought-after market for educational institutions. Here's why:

**DEEP POCKETS:** Loaded with G.I. Bill and tuition assistance money to spend! Many also have VA or military pension income to help cover living expenses.

**DESIRE:** They desperately want to round out their resume with additional schooling and education. Many seek additional schooling to completely change career fields.

**CLASSROOM LEADERS:** Mature leaders with worldly experience bring a global perspective to the classroom.

**DIVERSE:** 21% African-American, 14% Hispanic, 10% Asian and other minority.

**DEMOGRAPHICS:** 25 years old and mature...the ideal serious student.

**DEPENDENTS:** Many military / veteran spouses are also looking to start or finish degrees as they move into the workforce.

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## Military students seek a wide variety of education options, based on three general categories:

- ★ **Undergraduate Schools:** Primarily enlisted personnel seeking an undergraduate degree in a traditional, part-time or distance setting. These are busy, young adults balancing family and career obligations while taking classes.
- ★ **Graduate Schools:** Primarily junior officers seeking a graduate degree, often MBAs, in a traditional, part-time or distance setting.
- ★ **Trade Schools:** Primarily enlisted members seeking technical training to round out similar trade experience gained in the service.

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## G.I. Jobs targets education circulation to:

- ★ ALL base education offices where military students go to file for tuition assistance and get educational counseling.
- ★ ALL military transition classes (TAP / ACAP).
- ★ Military commands, barber shops, ships and much more!



## G.I. Jobs offers your school three great ways to saturate the military student market:

### 1. Education content weaved into every issue of G.I. Jobs.

G.I. Jobs runs a series of education-related articles, school profiles and student profiles in every issue. Monthly circulation of 70,000+. See G.I. Jobs media kit for rates.

### 2. G.I. Jobs Special Education issues

Follow-on education is so important to our readers that G.I. Jobs commits three special education issues per year. These three issues: February, August and October include an extensive section dedicated to editorial featuring a variety of education topics. Education content is visually different from other content in these issues. Monthly circulation of 70,000+. See G.I. Jobs media kit for rates.

### 3. G.I. Education Handbook

Separate publication, published annually, distributed three times per year. Total annual circulation of 120,000+. Plus free G.I. Education poster ads and free www.giedu.com ads. See next page for details.

## G.I. EDUCATION HANDBOOK

Published annually and distributed three times per year to military base education offices. Annual circulation of 120,000+. More than just a guide, the *G.I. Education Handbook* combines best of breed *G.I. Jobs* education content in a pocket-sized format that presents tremendous shelf life for your ad. Advertising in *G.I. Jobs* entitles you to discounted *G.I. Education Handbook* rates, based on *G.I. Jobs* ad frequency, as outlined here:

### G.I. Education Handbook Ad Rates (B&W)

Please contact us for our  
**ADVERTISING RATES!**

412-269-1663 x130

or

advertise@gijobs.net



- \* All premium positions require a 4C bleed purchase.
- \* Rates above are the total *G.I. Education* ad price covering all three distributions over one year.
- \* Rates above include a free listing in the *G.I. Education GET EDUCATED* index, free *G.I. Education* poster ads and free [www.giedu.com](http://www.giedu.com) ads.
- \* For a complete list of free value-added exposure to accompany your *G.I. Jobs* ad, see *G.I. Jobs* media kit pg. 12.
- \* *G.I. Jobs* ad rates can be found in *G.I. Jobs* media kit pg. 14.

Process 4 color: 20%

Bleed Fee: 10%

Guaranteed Position Fee: 15%

### G.I. Jobs & G.I. Education Combination Packages Ad Rates (4CB)

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**ADVERTISING RATES!**

412-269-1663 x130

or

advertise@gijobs.net

### G.I. Education Handbook Details

Ad space reservation deadline: August 1, 2008

Creative due: August 5, 2008

Arrival dates: September 2008, January 2009, April 2009

Size of Ad	Trim Size		Bleed Size	
	Width	Height	Width	Height
Full Page Bleed	6.00"	9.00"	6.25"	9.25"
Full Page	5.25"	8.25"		
1/2 Page Bleed	6.00"	4.43"	6.25"	4.68"
1/2 Page	5.25"	4.00"		

### G.I. Education Poster



# Just Some of our Education Clients

AIU  
Allied Schools  
American Military Univ  
Arizona Univ Network  
Austin Peay State Univ  
Bellevue Univ  
California Univ of PA  
Capella Univ  
Carnegie Mellon Univ  
Central Michigan Univ  
Central Texas College  
College of William & Mary  
Colorado State Univ  
Colorado State Univ - MBA  
Colorado Technical Univ  
Columbia Univ  
Commercial Diving Academy  
Corinthian Colleges  
Creighton Univ  
DeVry  
Divers Academy International  
Drexel E-Learning  
Drexel Univ  
Drivers Academy International  
Duquesne Univ  
ECPI

Embry Riddle  
ESRI  
Excelsior College  
FL Institute of Technology  
FL International Univ  
Florida State Univ  
GMAC  
Indiana Univ  
Kansas State Univ  
Liberty Univ  
Limestone College  
Marshall Univ  
Mich Institute of Aviation Tech  
Military MBA  
Natl Truck Equip Oper School  
Nova Southeastern Univ  
Oklahoma State Univ  
Oregon State Univ  
Park Univ  
PCDI  
Penn State Univ  
Rio Salado College  
San Diego Golf Academy  
Spartan College  
St. Joseph's College of Maine  
Stanford Univ

Texas A&M Univ  
The College Board  
The Landing School  
Thunderbird Univ  
Troy Univ  
Tulane Univ  
UNC - Chapel Hill  
Univ of Alabama  
Univ of Alabama MBA  
Univ of Florida  
Univ of Illinois at Chicago  
Univ of Louisville  
Univ of Maryland  
Univ of Missouri  
Univ of North Carolina  
Univ of Notre Dame  
Univ of Phoenix  
Univ of Toledo  
Univ of Wisconsin - Whitewater  
University Alliance  
Upper Iowa Univ  
UTI  
Washington State Univ  
Washington Univ in St. Louis  
Westwood College  
William & Mary College

*"The experience of our former junior military officers, combined with their decisive, "can-do" attitude, influences the culture and performance of the entire MBA Class. GI Jobs has proven to be a great way to reach them."*

*Evan Bouffides  
Assistant Dean and Director of  
MBA Admissions  
Olin School of Business  
Washington University in St. Louis*

 Washington University in St. Louis

*"We work closely with G.I. Jobs 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*



*"Prior military fit well within many of our programs. Advertising in G.I. Jobs has been a tremendous asset not only in building our brand as a "military-friendly" school but also in increasing our school population of veteran students. We have been advertising in G.I. Jobs consistently for over three years and will continue to do so!"*

*George DeWees  
Manager Admissions  
Marketing & Recruiting  
Aviation Maintenance Science  
Embry-Riddle Aeronautical Univ*



Is online or distance learning something you would consider?

**79% yes, 21% no**

(Source: G.I. Jobs Readership Survey, 1/28/05)



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Fax: (412) 291-3375

Web: [www.gjjobs.net](http://www.gjjobs.net) • [www.gjedu.com](http://www.gjedu.com)