

Money

COLLEGE RANKINGS | 2015 SPONSORSHIP OPPORTUNITIES





MONEY COLLEGE RANKINGS

Never have the economic advantages of having a college degree been so clear. Yet costs have grown so quickly that 70% of parents report being worried about how they'll pay for college. The amount of student loans outstanding (\$1.15 trillion and counting) is widely thought to be a national crisis.

American attitudes about college are changing as a result. A majority of families now feel that the most important reason to get a college degree is to land a good job that leads to financial security. In this environment, MONEY developed a new way to evaluate colleges—one that emphasizes value and takes into consideration how well prepared students are for career success.

Created in partnership with a former commissioner of education statistics for the Department of Education, these widely praised rankings identify nearly 700 schools that deliver great value, based on the quality of education, affordability, and career outcomes.

MONEY'S BEST COLLEGES

Best Colleges The Full List More Rankings How MONEY Ranked Colleges Related Stories

MORE RANKINGS

The 25 Most Affordable Colleges

Among the highest-ranked 665 private colleges on our Best Colleges list, earning a degree at these schools typically costs the least.

SCHOOL	LOCATION	OVERALL RANK	AVG. NET PRICE OF A DEGREE	AVERAGE STUDENT DEBT
1. Berea College	Berea, Ky.	57	\$49,280	\$2,290
2. Principia College	Elmhurst, Ill.	32	65,520	13,870
3. College of the Ozarks	Point Lookout, Mo.	62	72,420	1,410
4. Webb Institute	Glen Cove, N.Y.	2	77,610	6,820
5. Brigham Young University	Provo, Utah	9	82,040	3,750
6. Mississippi College	Clinton, Miss.	235	91,970	12,890
7. Grove City College	Grove City, Pa.	58	94,140	16,390
8. Rockhurst University	Kansas City, Mo.	177	96,820	25,230
9. Presbyterian College	Clinton, S.C.	84	101,710	13,170
10. Doane College-Crete	Crete, Neb.	61	103,630	21,190
11. Westminster College	Fulton, Mo.	150	106,720	19,340
12. Neumann University	Aston, Pa.	189	107,950	26,180
13. Saint Vincent College	Latrobe, Pa.	82	108,620	20,000
14. Monmouth College	Monmouth, Ill.	257	108,770	24,000

NEW FOR 2015: INCREASED DIGITAL CONTENT

① College content leading up to the Rankings Report

- New college content online leading up to the special report and in-line with in book editorial, as well as online-only specials
- Sub-list sponsorship opportunity. Sub-list examples includes:
 - Top 50 Colleges at a glance
 - The 25 Most Affordable Colleges
 - The 25 Colleges that Add the Most Value
 - The 25 Best Colleges that You Can Actually Get Into

② Sponsorship Opportunity

- 100% SOV of college-themed articles leading up to the MONEY College Rankings Report
- 25% SOV of MONEY College Rankings Report
- 100% SOV of one sub-list of MONEY College Rankings Report



NEW FOR 2015: BEST COLLEGES PREMIUM CONSUMER SITE

A new one-stop shopping site to help families find the best-value college for their child—and figure out how to pay for it.

In 2015, Money will launch an all-new premium College Rankings consumer site. For a small fee, consumers can access much more beyond the standard rankings. Paying consumers will receive the following benefits:

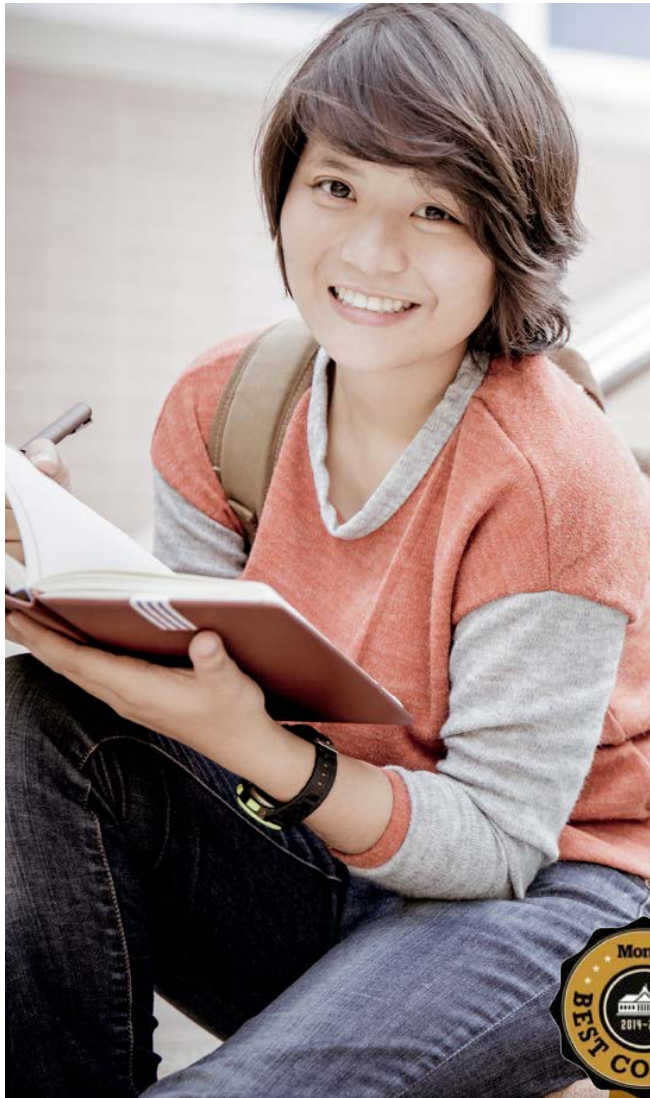
- ① **A Richer Search Experience:** Subscribers will be able to search for colleges based on twice as many criteria (12 factors vs. six at the free site) and to personalize their search based on what's most important to them (i.e. financial aid or career outcomes).
- ② **The Ability to Save and Share Search Results:** Users will be able to save schools they are interested in, print and share their lists, and record key dates (application, financial aid) on their calendar.
- ③ **A Deeper Dive Into the Schools:** Users can read about all 700 schools on our list, plus see key data for all of them and read a curated selection of student reviews.
- ④ **Trustworthy Advice:** In partnership with the Independent Educational Consultants Association, the site will offer subscribers one-on-one advice from an experienced college counselor, the opportunity to pose questions to all the counselors, and a library of frequently asked college-related questions. The site will also host webinars with notable experts in college admissions and financial aid.
- ⑤ **Tools:** Calculators will help users project what they would pay to attend at particular school, plus find the best loans and scholarships.
- ⑥ **Editorial Content:** Users can browse through a library of MONEY stories on saving for and financing college, which will be updated throughout the year.
- ⑦ **College Newsletter:** All subscribers will receive a weekly newsletter with the latest college news and advice.



NEW FOR 2015: BEST COLLEGES PREMIUM CONSUMER SITE (Cont'd)

Sponsorship Opportunity:

- ① Recognition as the official Launch Sponsor of the Premium College Site on promotional materials
- ② Branding on the Premium College Site
 - Ad Units: 300x250 (desktop & mobile), 728x90, 300x600, 900x500, 300x50 (mobile), 88x31 logo attribution
- ③ Lead Generation- Opportunity for consumers to submit e-mails to receive information from YOUR BRAND (submission form to be built into Thank You page)
- ④ Give extended access on behalf of YOUR BRAND – Consumers who submit their e-mails will receive an additional free month



NEW FOR 2015: INCREASED CONTENT IN PRINT

① College content leading up to the Rankings Report

- Responding to our most recent successful rankings of best colleges, and to the need of our audience for sustained college content throughout the year, MONEY will create increased content
- College-themed articles in each issue leading up to the MONEY College Rankings report in book and online

② Sponsorship Opportunity

- 1P4C in book adjacent to article leading up to the MONEY College Rankings Report in the July issue
- 1P4C or impact unit in MONEY College Rankings August issue

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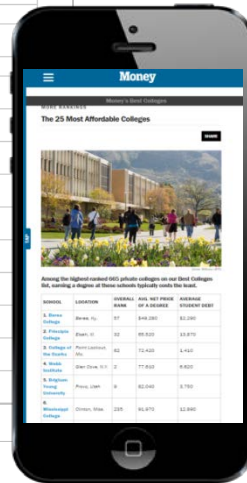
BEST COLLEGES 2014 – LAUNCH TRAFFIC

In the first 10 weeks after launch, MONEY's inaugural Best Colleges 2014 Rankings attracted roughly:

700,000 Unique Visitors

15,000,000 Page Views

Garnered an average of 19 Page Views per visit vs. the typical 4 Page Views per visit for the site overall



BEST COLLEGES 2014 – BLOCKBUSTER PR



Type of Media	# of Mentions
News Articles	130
Television	18
Radio	17
Total Edit Mentions	165

MORE RANKINGS
The 25 Colleges That Add the Most Value

MORE RANKINGS
The 25 Best Liberal Arts Colleges

MORE RANKINGS
The 25 Best Public Colleges

The Washington Times

NASDAQ



CBS RADIO

msnbc



Mashable

msn. Money

The New York Times



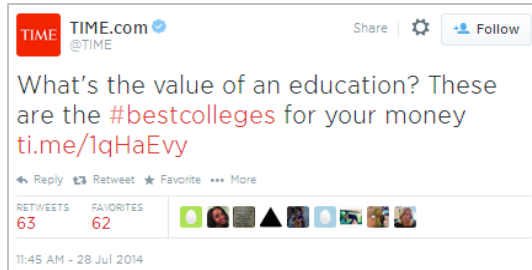
THE HUFFINGTON POST



LinkedIn

BEST COLLEGES GONE VIRAL

From premier business sites to universities around the country, the MONEY's College rankings were on the forefront of social media buzz during launch week.



TIME.com @TIME
What's the value of an education? These are the [#bestcolleges](#) for your money ti.me/1qHaEvy
RETWEETS 63 FAVORITES 62
11:45 AM - 28 Jul 2014



The Washington Times @WashTimes
See the college that beat Harvard & Princeton for Money magazine's No. 1 ranking - wtim.es/1pmA1iE [#education](#)

10:35 AM - 28 Jul 2014

51,040
Total Social Actions



University of Michigan @umich
[#UMich](#) is #22 on @MONEY's List of [#BestColleges](#), and the #5 Best Public College! Read more: ti.me/X4hD4x via @TIME
RETWEETS 28 FAVORITES 20
12:30 PM - 28 Jul 2014



ALL YOU @allyou
What are the best-value colleges? See how your school measures up with @MONEY's new list of [#bestcolleges](#): money.us/1qH2IA2
10:35 AM - 28 Jul 2014



Crain's New York @CrainsNewYork
NYC has 18 of the country's best-valued colleges bit.ly/1nAgPyC
Crain's New York
Top colleges for the money? NYC has 18 of 'em
Money magazine's first list of the nation's top schools ranked Cooper Union eighth and Columbia University 22nd. But a tiny school on Long Island stole their glory.
View on crainsnewyork.com