



*Effingham County*  
**Beyond *the* Tassel**  
THE MAGAZINE & PODCAST

**Post Secondary  
Possibilities:**

**LIFE BEYOND  
HIGH SCHOOL**

**Jackeline Garcia**  
Effingham High School  
NOTRE DAME BOUND  
**Page 14**

**Our Class of '21  
Post Secondary  
Stories:**

Altamont High School  
Beecher City High School  
Dieterich High School  
Effingham High School  
St. Anthony High School  
Teutopolis High School

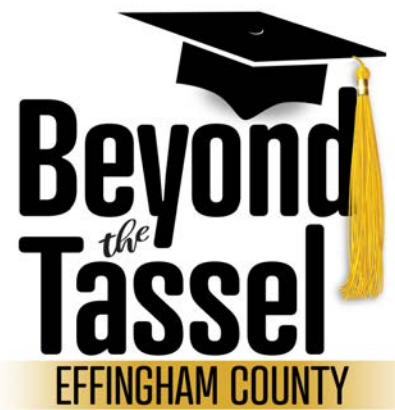
ONLINE FEATURE

**Effingham County  
Alumni Tales:  
Where are they now?**

Mike Nayak '90

**MEDIA KIT**

# OUR AUDIENCE



## Parents who want the best for their kids

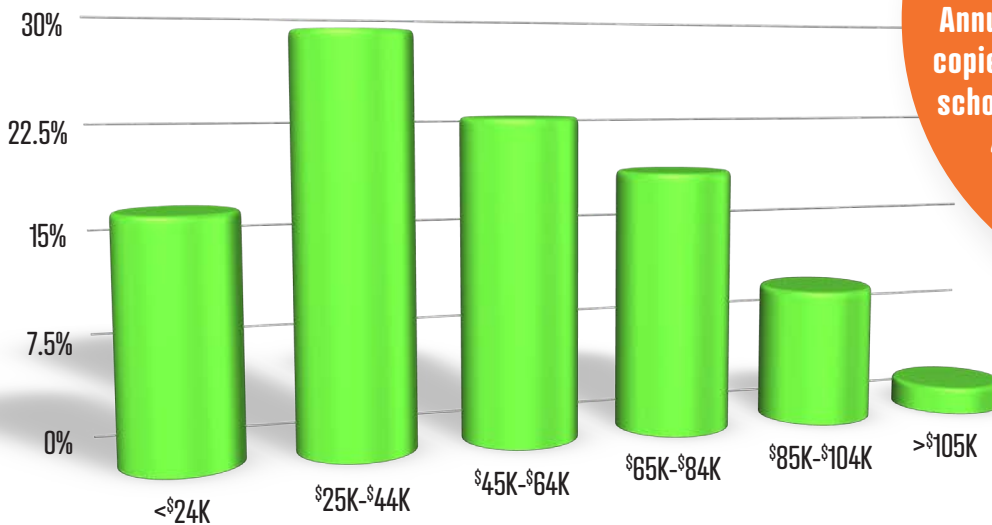
Virtually every parent does. But it's harder for some than it is for others to find the tools to help their kids navigate the steps to make the most of their post-secondary world and its changing economic and education landscapes. Beyond the Tassel's mission is to level the playing field for our rural and smaller community kids by connecting parents with insights, strategies, and resources so they

are better equipped to help their kids find excellent post-secondary fit, whether navigating the college admissions process, identifying interests and aptitude, or finding the money for college, trade school, or specialized training. We tell the stories of our schools and share post-secondary student intentions from Effingham County in digital and print.

## FREQUENCY & DISTRIBUTION

Annual countywide circulation of 2,000 copies, plus website and social, through schools and high-traffic sponsors 3x to 4x pass-along rate (people who will view each copy).

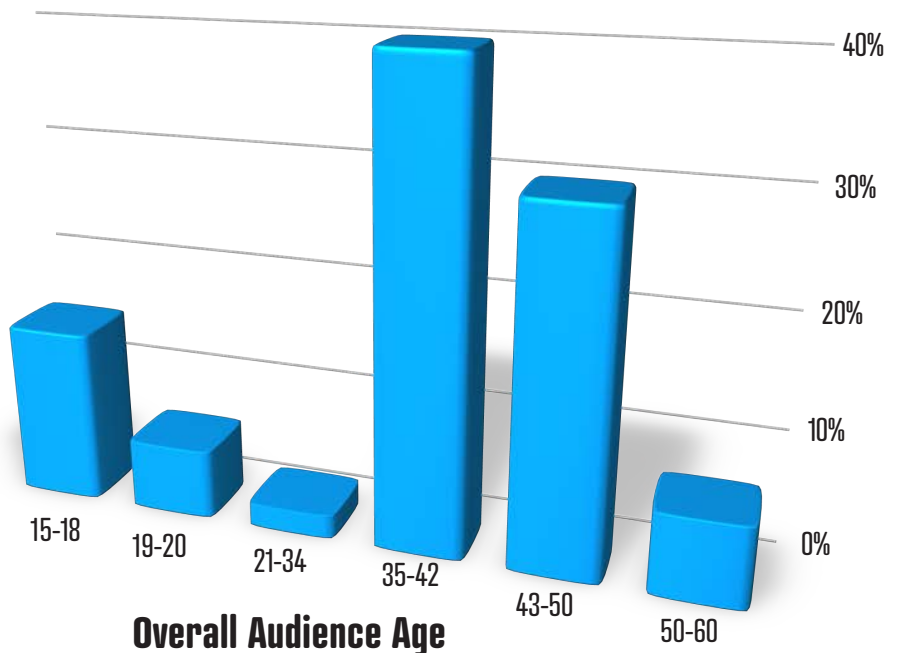
**Audience Family Household Income**



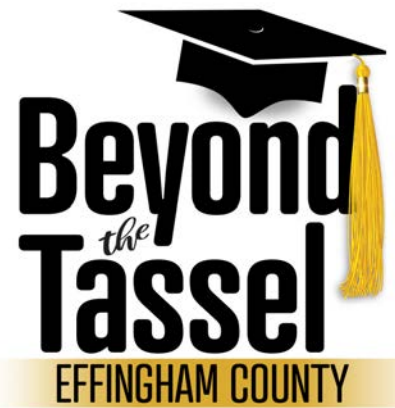
## PARENT AUDIENCE

**Female: 76%**

**Male: 24%**




# RATE SHEET



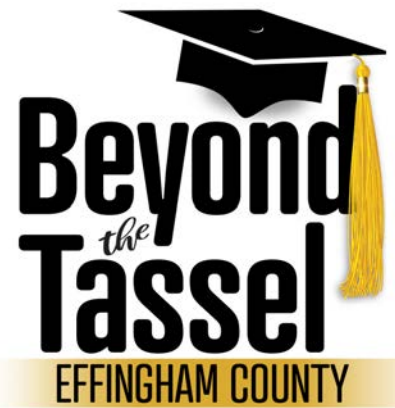
## Sponsorship Opportunities

- Sponsorship is for 12-months
- Print, digital, and podcast options are available
- Sponsorship design services are available for a nominal fee

<b>1</b>	<b>PREMIUM FULL PAGES</b> 8.5" wide x 11" tall with bleed	<p><b>Outside Back Cover</b> \$1,595</p> <p><b>Inside Front or Back Cover</b> \$1,295</p> <p><b>Inside Front Facing Inside Back Facing Table of Contents Facing</b> \$995</p> <p><b>\$695</b></p> <p><b>\$695</b></p>
<b>2</b>	<b>30-40 SECOND PODCAST SPOT</b>  <b>\$995</b>	
<b>3</b>	<b>HALF PAGE VERTICAL</b> 3.65" wide x 10" tall	
<b>4</b>	<b>HALF PAGE HORIZONTAL</b> 7.5" wide x 4.875" tall	



# RATE SHEET



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**5 STANDARD FULL PAGE**  
8.5" wide x 11" tall  
with bleed  
\$895

**6 QUARTER PAGE**  
3.65" wide x 4.875" tall  
\$495

**7 THIRD PAGE HORIZONTAL**  
7.5" wide x 3.1875" tall  
\$595

**8 THIRD PAGE VERTICAL**  
2.375" wide x 10" tall  
\$595

**9 BUSINESS LISTING ONLY**  
\$295  
A business listing in the sponsorship directory in the back of the magazine. Includes business name, address, phone number and website url plus a 30-word description.