


College Planner

HALF-YEAR STATUS REPORT

Summary




The first Guide to College Planning was published in October 2018. The 20,000 copies were distributed to 290 locations in southeast Michigan, including high school counseling offices.

The digital version of the guide is available online at MetroParent.com/College and also as a digital download in both PDF and flipbook format.

Updates are made regularly to the guide, making it a yearlong resource for high school students and their parents as they prepare for and experience the college process.

For sponsors of the site, yearlong traffic to their sponsored section, ads appearing in that section and featured school profile make it a 12-month opportunity for visibility and content alignment.

The print guide



The 20,000 issues of the guide were delivered to high school counseling offices, educational services organizations and other targeted locations.

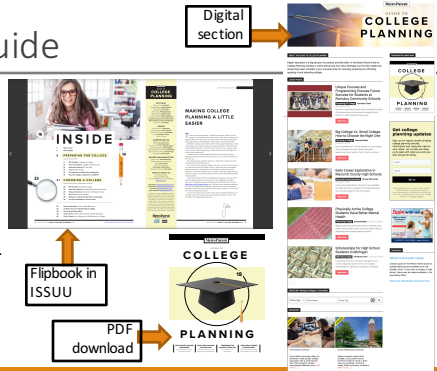
Within weeks, most of the guides were gone and organizations were calling asking for more.

High school guidance counselors praised the guide's contents, and many signed up to receive email updates.

"It offers a nice array of information for everyone involved in the process, and it includes the student perspective, which is missing in so much of the literature these days. ... This is really well done."

— Guidance counselor at Oakland County High School

The digital guide



Readers have several digital options, including reading stories on MetroParent.com, downloading the PDF or reading the Flipbook version.

In addition, stories are added continually to the online section, creating a yearlong resource for parents and teens.

So far, there are **38 stories** (24 original, 14 since publication) and **170 directories** posted online.

Who's reading the College Planner

Print: **50,000 readers** (20,000 copies x 2.5 persons/copy)

Digital: **14,574 page views** in first 5 months, with average time on page of 2:23. That's 579 hours total spent.

Downloads: The PDF of the section has been downloaded **215 times**

Flipbook: **412 impressions**, 34 reads; average time per reader is 10:50.

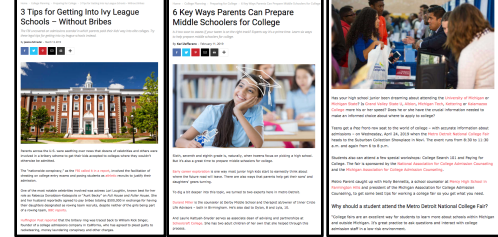
Facebook: **19,487 reach** on 19 posts

84,688 is the total audience so far (as of March 10)

Stories since guide's debut

Fourteen stories have been written and posted online in the digital version of the guide since the guide's October debut.

Year-round content will more than double the content in the first published version of the guide in October 2018.



Most popular story so far: Scholarships!

The early January post on scholarships has been the most popular story so far in the guide.

1794 page views in 2 months

3:58 time spent on page

46 shares on Facebook; 222 clicks



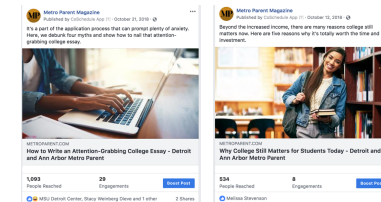
Social media

19 Facebook posts

19,487: Reach

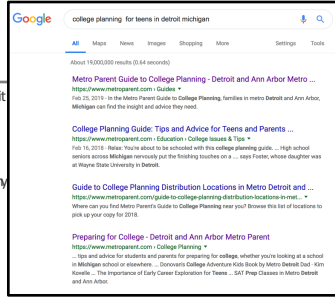
141: Likes/comments/shares

347: Clicks to stories



Notable

- The first month after the digital guide was published it received the most attention and traffic. But **January saw a resurgence in attention on college planning** -- including a lot of interest in scholarships.
- The scholarships story that ran Jan. 4 received more page views and traffic across digital and social than any other story in the guide so far.
- Stories in the guide are also responsible for more Google referrals to MetroParent: **Search queries to college-related terms were up 189% year over year** since the guide published.



Sponsorships: Three levels

PLATFORM	GOLD	SILVER	BRONZE
Section Branding	x		
Full Page Content in Print	x	x	
Full Page Content in Digital	x	x	
Full Page Ad in Print	x		
Full Page Ad in Digital	x	x	
25% SoV webads	x		
Business Profile	x	x	x
Half Page ad in Print			x
Half Page Ad in Digital			x

Results for sponsors

REPORTING OCT 10-March 10										
Client	Section - online	Section PVA (over/alt)	Print content (over/alt)	Digital content (PVA)	Digital content (link start)	Print ad	Digital ad	Web ad impressions	Web ads (CTR)	Directory (PVA)
Wash - Gold	Preparing for College	see below	50,000	73	2.14	50,000	yes	95,430	0.05%	54
GVPU - Gold	Choosing a College	see below	50,000	53	4.54	50,000	yes	92,871	0.05%	61
WCCO - Silver				34	3.10	50,000	no			102
Washereve - Silver				159	1.53	50,000	no			115
SEM Ford - Silver			50,000	54	4.33	50,000	no			50
Shaker Connection - Bronze										27
DCAN - Bronze										78
Parma State - Bronze										41
Lafayette Tech - Bronze										45

Value for Gold Sponsors

Gold Sponsors get value across all platforms and all year long. It starts with branding on a section of the Guide to College Planning.

- Beyond the print branding, Gold Sponsorship includes:
- Branded content in print and online
 - A featured profile in the online directory
 - Roadblock branding across the sponsored section
 - Ads running yearlong on MetroParent.com
 - Social media push for sponsored content



Finding the Right College Fit

CHOOSING A COLLEGE

WHY ARE YOU NOT PLANNING?

HOW MUCH DOES IT COST TO ATTEND?

HOW IMPORTANT IS THE SIZE OF THE SCHOOL?

THE IMPORTANCE OF VISITOR DAYS

Get college planning updates

Branded content fits seamlessly into the print section, as well as online. Section sponsorship includes branding throughout the entire print section, and advertising roadblocks in the online section as well.

Gold Sponsors: Online ads

Gold sponsors receive more advertising real estate than any other advertiser throughout the College Planning section online.

On mobile view – where the majority of readers see Metro Parent stories – the ads are inline, positioned for maximum visibility in the story.

Mobile view →

Gold Sponsors: Featured schools

Featured schools and organizations receive premium placement in the Schools directory, which is a part of every page in the Guide to College Planning.

There are 170 listings total. Searches surface the featured schools and resources first.

Featured schools ALSO are part of a scrolling list of “sponsors” at the bottom of every page in the section.

Downloads and updates

There are several ways we are cultivating a community for college prep content. In addition to the online section and download, there are multiple opportunities for readers to sign up for continuing updates via email.

Get college planning updates

Sign up for regular emails bringing college planning articles, information and resources right to your inbox. Let us help you keep up to date with what you and your teen should be doing.

Email: _____

Name: _____

Sign Up

Your Free Guide to College Planning is in Your Inbox!

We just emailed you the link to download your free Metro Parent Guide to College Planning. We hope it helps you plot your course to picking the right post-secondary path for your child.

If you'd like to receive ongoing updates about college planning – including timely posts and resources – you can sign up here.

Email: Publisher's Spotlight

A Publisher's Spotlight touted the planner to our dedicated email subscribers soon after publication.

Sent to: 26,559 subscribers
 Open rate: 21.8%
 Click-to-open: 8.3%

Ads in emails

The College Planner ad in Daily and Highlights emails were second-most-clicked links in entire email – all four times the emails went out.

Daily Emails, Oct. 31, Nov. 6, Nov. 8
 • 105,102,110 clicks, respectively
 • 5.90%, 6.08%, 6.33% respectively

Highlights Email (Nov. 2, 2018)
 • 128 clicks
 • 6.78% CTR

To high school counselors and principals

An email directed to high school counselors and principals let them know the Guide to College Planning was published, and that a digital version was available should they run out of copies – or if their school was not among the ones that got the guide.

Open Rate: **36.8%**

Phase 2: Email updates, survey

After gathering names of interested teens and parents for four months, we sent out a College Planning update email that included a survey.

The email and survey offered readers and opportunity to tell us a bit more about themselves, their place in the college planning journey and what they'd like to see going forward.

The plan is to send at least one update each month going forward.

First update: **51.7% OPENRATE**

Phase 2: Audience extensions

- Google display and search terms
- Facebook paid ads boosting stories in section
- College Planner Update signups in Facebook and online

