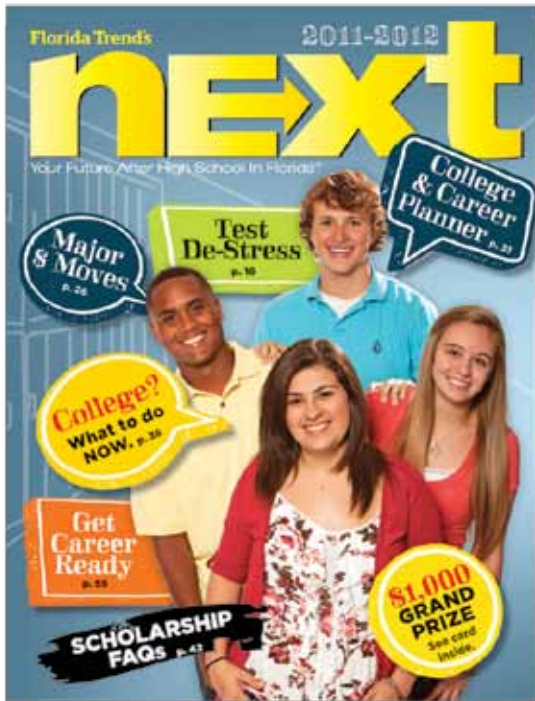


Teens Are Looking for Advice and Guidance

Florida Trend's NEXT magazine helps 400,000 Florida teens make important decisions about education and careers.



ANNUAL PUBLICATION - 13TH YEAR!

- ▶ Magazine and website for Florida high school students in 9th, 10th, 11th and 12th grades
- ▶ School year 2012-13 edition publishes in September 2012
- ▶ 400,000 copies distributed in public and private schools statewide
- ▶ Relevant information and practical advice for teens and parents

POPULAR AND VALUABLE YEAR-ROUND RESOURCE

- ▶ 89% of survey respondents rate NEXT "extremely/very useful"
- ▶ Recognized nationally for excellence in writing, design and website

TEACHERS AND COUNSELORS GIVE NEXT HIGH MARKS

- ▶ "Classroom Activity Guide" turns the magazine and website into year-round classroom tools
- ▶ Teachers and counselors report using NEXT more than 7 times as often as they use similar publications with their students

PROVEN DISTRIBUTION SYSTEM

- ▶ 900 public and private schools notified in advance of shipping
- ▶ "Educator champion" at each school accepts delivery and is responsible for distribution

A DIRECT CONNECTION TO TEENS

- ▶ The exclusive NEXT Teen Response Program provides weekly electronic leads with contact information on teens who request information on your school or organization

Ad Space Deadline - Friday, June 8, 2012
Ad Material Deadline - Friday, June 15, 2012

Florida Trend's
next
Your Future After High School in Florida™
727.821.5800 • www.FloridaNEXT.com

AD RATES

- Effective with annual issue for the 2012-13 school year
- Rates are net.
- Convenient billing options: Before June 30 or in August 2012

AD SIZE	OPEN ADVERTISING RATES		ACCREDITED EDUCATIONAL INSTITUTIONS	
	COLOR	BW	COLOR	BW
Full page	\$15,630	\$12,040	\$11,725	\$9,030
2/3 page	12,945	9,590	9,710	7,195
1/2 page vert.	12,455	8,585	9,340	6,440
1/2 page horiz.	10,830	7,495	8,125	5,620
1/3 page vert.	8,085	5,055	6,065	3,790
1/3 page horiz.	8,085	5,055	6,065	3,790
1/6 page	4,315	2,790	3,240	2,095

Black plus one process color, add \$1,070; plus two process colors, add \$1,220

AD SIZE	Cover/Special Positions <i>(price includes color)</i>	
	OPEN ADVERTISING RATES	ACCREDITED EDUCATIONAL INSTITUTIONS
Inside front cover	\$17,650	\$13,240
Page one	17,650	13,240
Inside back cover	16,985	12,740
Back cover	20,095	15,070
Center spread per page	16,985	12,740

Special positions are subject to availability, contract commitment and approval of the Publisher. Positioning of all other ads is at the discretion of the Publisher.

WEBSITE & DIGITAL EDITION

Formatted just like the print edition with your ad included, Florida Trend's NEXT digital edition on FloridaNEXT.com allows you to expand your reach to even more students ... across the state ... across the country ... siblings ... parents.

FIND OUT HOW YOU CAN ADD THE IMPACT OF VIDEO OR AUDIO TO YOUR AD

Do you have promotional videos, commercials, slide shows or any other media to promote your college, business or organization? Advertisers running half-page or larger ads can get your message across in a fresh, new medium by including audio or video with your ad in the digital edition. Ask us for details on upgrading your ad size and ensuring the highest profile for your message.



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