

Florida Trend's

2019-20

next

Florida Trend's NEXT magazine is THE resource teens turn to when making important college and career decisions.



NEXT is written specifically for Florida high school juniors and seniors. It's filled with timely topics, resources and practical advice to help them make smart choices for college and career when it matters most.

- TEST PREPARATION TIPS • CHOOSING A MAJOR
- COLLEGE VISITS • FINANCIAL AID & SCHOLARSHIPS
- COLLEGE PLANNING TIMELINE • CAMPUS LIFE
- CAREER PLANNING

With your ad in NEXT you'll reach an audience of **225,000** high school students with copies distributed by teachers and guidance counselors in public and private high school classrooms statewide. An even wider audience of students — and their parents — use FloridaNEXT.com all year long. And our **mobile-friendly design** makes NEXT easy for students to view and use on their smart phones.

COMING SEPTEMBER 2019
AD SPACE DEADLINE: JUNE 6



Enhance your school's visibility and recruit prospective students through the trusted brand of NEXT.

Teachers and counselors use NEXT more than 7 times as often as they use similar publications with their students.

89% of students rate NEXT "extremely or very useful."

NEXT is recognized nationally for excellence in writing, design and website.

CALL 727.892.2642 for more info

Florida
Trend

2019-20 next Ad Rates

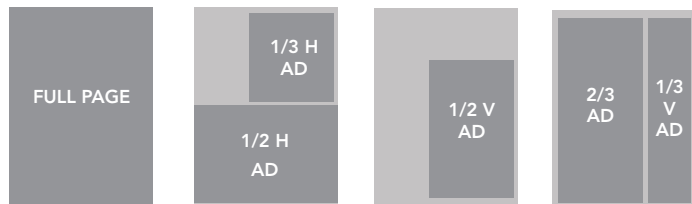
Rate Card #20

▶ BONUS ADVERTISER BENEFITS plus year-round lead generation

You'll really stand out when students and their parents are comparing schools with an **Enhanced School Profile** in the **NEXT "Get Smart Guide."** Your school's colors, logo or mascot and additional info will make your listing shine in print and online. Advertisers also can submit a **Virtual Campus Tour** or other recruitment video for posting on the NEXT YouTube channel, on the NEXT website and in the digital edition.

With your ad placement, you'll be part of the **NEXT Teen Response Program** and receive contact information on the thousands of teens who request more information on college and career topics throughout the entire school year.

AD SIZE	RATES
Full page	\$11,870
2/3 page	9,710
1/2 page vert. or horiz.	7,960
1/3 page vert. or horiz.	5,120
1/6 page	2,825



- Effective with annual issue for the 2018-19 school year
- Rates are net.
- Convenient billing options: Before June 30 or in August 2019



Reach **225,000** Florida teens making important college and career decisions.

FIND OUT MORE

Laura Armstrong CENTRAL, NORTHEAST & EAST CENTRAL
321.430.4456 • larmstrong@floridatrend.com

Christine King TAMPA BAY, NORTHWEST & SOUTHWEST
727.892.2641 • cking@floridatrend.com

Andrea Redis-Coste SOUTHEAST
954.802.4722 • acoste@floridatrend.com