

2018/2019

SCHOOL RECOGNITION SERIES

December 2018

Exceptional Teachers or Parent Testimonials

Award a teacher for above and beyond or let parents' testimonials tell how great your school is for their child.

January 2019

Head of the Class

Introduce the head of your school and highlight principles that are your foundation.

May 2019

Outstanding Students or Parent Testimonials

Shout out a student for academic success or let parents' testimonials tell how great your school is for their child.

DEADLINE

December is November 9

January is December 7

May is April 5

Call your sales rep to reserve space:

619-685-6970

Full Page = (250 words)

2/3 Page = (200 words)

1/2 Page = (150 words)

1/3 Page = (75 words)

1/6 Page = (50 words)

SAN DIEGO
family

THE EXPOSURE

As an advertiser in this series, you will receive placement in print alongside other distinguished schools, and will also be included online through February. Your space will include your school's logo, address and contact information as well as a message to readers from your head of school.

OUR READER'S KIDS:

33% 2 to 4 yrs old

46% 5 to 7 yrs old

58% 8 to 13 yrs old

16% 14 and older

OUR READERS:

74% would consider sending their child to an independent/private school

93% are college-educated

Source: CVC audit, 2014

The image shows three sample advertisement layouts. Each layout consists of a photo of a representative (a graduate, a head of school, or a priest), a short message about the school's mission and values, and the school's logo and contact information. The first layout is for Canyon Creek Christian Academy, featuring a graduate named Andy Wright. The second layout is for Good Shepherd Episcopal School, featuring a head of school named Laurie Dunn. The third layout is for The Highlands School, featuring a priest named Fr. Daniel Ray, L.C.

1/3 page sample shown

AD SIZES AVAILABLE:

1/6 page, 1/3 page, 2/3 page and Full page

HEAD OF THE CLASS

Finding the right school can be overwhelming for parents, especially when they are choosing from the more than 350 private schools in the San Diego County area. Meeting the head of school is usually missed in this process. Our special advertising section Head of the Class is the perfect place for our readers to get to know your head of school and the individual philosophy, morals and principles that are the foundation of your school's precious name. Head of the Class will build a relationship with curious parents and further your school's reputation amongst our readers.

DEADLINE

December 7, 2018

Call your sales rep to reserve space:

619-685-6970

SAN DIEGO
family

THE EXPOSURE

As an advertiser in Head of the Class, you will receive placement in print alongside other distinguished heads of school, and will also be included online during January and February. Your space will include your school's logo, address and contact information as well as a message to readers from your head of school.

THE READER

Mom, average age: 35-44

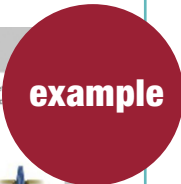
75% have school aged children

46% have children that will be entering school this year

74% would consider sending their child to an independent/private school

90% are college-educated

Source: CVC audit, 2012; Readex, 2009



SPECIAL ADVERTISING SECTION

Andy Wright
Headmaster

For 40 years, the Canyon Creek Christian Academy faculty and staff have been committed to the school's mission - to prepare students for life through high academics and biblically based standards. From 6 months to 12th grade, we offer educational opportunities that challenge and encourage students to embrace these standards. Canyon Creek Christian Academy is designed for families who hope and expect their children to do well and succeed in life, not only as productive members of society, but also for those who desire their children to be deeply rooted followers and ambassadors of Jesus Christ. We invite you to drop in and see for yourself all that the Canyon Creek family has to offer during any of our upcoming preview days in January and February. Please visit our

website for the exact dates and details for our family to yours, we hope you see Cougar Pride!

Canyon Creek
CHRISTIAN ACADEMY

2800 Coulter Plaza, Richardson, TX 75080
972.275.4600 info@cccac.org
cccac.org

Laurie Daum
Head of School

Good Shepherd Episcopal School serves 575 students in PreK - 8th grade and provides each student the kind of vigorous experience parents should expect in Dallas. With our signature programs in Spanish, Fine Arts, Technology and Classroom of the Earth, we start and end with your kids. We help them figure out their biggest question: why? Why are they here? We have 8 years to help them form their why, before the world of high school and college asks them what! We believe that a good why beats a what any day. Your children come as children and leave as leaders and amazing people. Just ask Greenhill, Hockaday, Jesuit, Parish, St. Mark's, Ursuline and the other top schools our graduates go on to from GSES.

GOOD SHEPHERD
GSES
EPISCOPAL SCHOOL

11110 Midway Rd., Dallas, TX 75229-4118
214.367.1610
admission@goodsheschool.org
goodshes.org

Fr. Daniel Ray, LC
Headmaster

The Highlands School is a traditional pre-K3 through 12th grade Catholic college preparatory school offering gender-specific education on a co-ed campus (K-12th grade). Our smaller school environment affords our students a higher teacher to student ratio, more opportunities to participate in extracurricular and sports activities, and creates a marvelous family atmosphere that fosters the flourishing of the individual.

Our school is best known for its strong academics and spiritually enriching environment. This is the fruit of our four-stored Integral Formation methodology, which focuses on the intellectual, spiritual, apostolic and character formation of each student. Highlighting this is the recognition the high school has received by being named to the **National Top 50 Catholic High School Honor Roll** every year since 2004.

In all grade levels, our distinguished faculty and dedicated formation teams foster Christian virtues and character, whether in our classrooms, our student-run clubs, or our competitive sports.

THE HIGHLANDS SCHOOL
SEMPER ALTUS

1461 E. Northgate Dr., Irving, TX 75062
972.584.1980 F 972.271.1461
General Questions: info@thehighlandschool.org
Admissions: admissions@thehighlandschool.org
thehighlandschool.org

HEAD OF THE CLASS