

Calling all CACEE Members

Help your organization reach and engage students by using the new *Career Options Media Enterprise* to deliver and promote your message!

What is *Career Options Media Enterprise*?

- ③ The **official media** property of CACEE.
- ③ The **only national, bilingual platform** that reaches, informs and engages students about any and everything career-oriented.
- ③ A **recognized and respected ‘content authority’** delivering relevant content to students navigating career-oriented choices, issues, challenges and decisions.
- ③ An **integrated multi-channel offering** that extends advertiser exposure through the placement of a paid ad/message into all our print and web properties simultaneously...and then **maximizes the reach** of that ad/message through a strategic and expertly-executed social media campaign.

In other words, academic institutions, employers and recruiters can now opt into well-structured, conversion opportunities that enable them to also connect with the students and influencers that we reach — *that’s upwards of 500,000 plus eyeballs per year intersecting our organic and paid “career” content!*

→ Please visit us at **Booth 11** to find out more and get your **Conference Discount** and join us on **Tuesday at 10:30** at our session **“Reimagining Career Options: From Magazine to Media Enterprise”!**

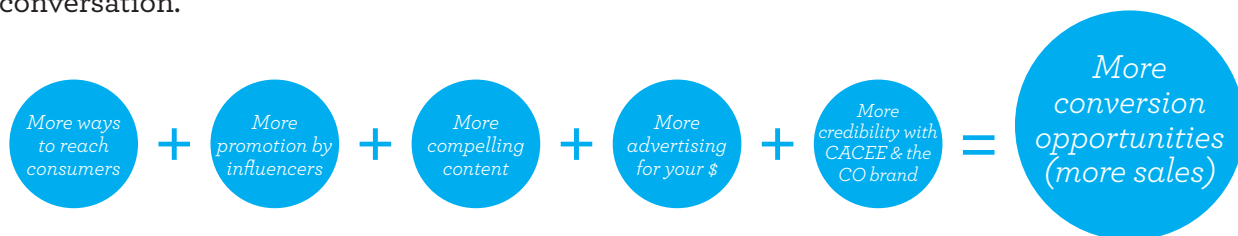


How it Works...

We have a constant, multi-channel social media campaign, or 'stream of content' that engages with students and influencers throughout the year.

Organic Content (our own content): We regularly post (into our CO social media channels) curated content sourced from our magazine articles to our community; and we also share/repost content of interest from our 'partners' into our community. This is our 'stream of content'. We actively share our interesting content by engaging with audiences and stakeholders in a way that captures their attention and resonates.

Organic Content Marketing (incorporating 'paid' content): We provide advertisers an opportunity to access and reach our community when we post their paid content (of various types) into our stream at select intervals. As a recognized content authority in this millennial student space, our advertisers benefit from being part of our community and part of our conversation.



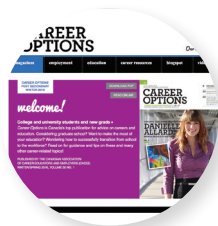
FOR EXAMPLE... say you're a university looking to promote a new Masters program, or an employer looking to get our your recruitment message..you could reach more than 200,000 people!



The MAGAZINE

Reach 20k+
Readers/issue

- 1 x full page ad or advertorial



WEB

Reach 50k+
Users/issue

- 1 premium box ad, all pages, rotation
- PDF magazine online
- 2 sponsored web features (eg. infographic, video, survey)
- 6 endorsements (eg. events, new programs, announcements)



SOCIAL

Reach 150k+
Users/issue

- Organic content marketing
- PDF magazine on ISSUU
- 3 promoted ads
- 6 native ads

Turn over to learn more

For more info contact:
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