

The Graduate & Professional School Fair and Roll Call, “The Newspaper of Capitol Hill,”

are pleased to announce their continued partnership to help increase attendance at The Fair and provide a publication devoted to graduate and law schools for distribution at the event.

From law schools to specialized MBA programs, Roll Call is widely considered the single best way for recruiters to attract potential students from the elite Washington opinion leader market.

RECENT EDUCATION CATEGORY ADVERTISERS INCLUDE:

- The George Washington University
- George Mason University
- Georgetown University
- University of Maryland
- American University
- Johns Hopkins University
- Old Dominion University
- University of Southern California
- Catholic University
- Temple University
- Duke University
- Princeton University
- Rutgers University
- Penn State University
- University of Washington
- Stockton College
- Pace University
- Columbia University
- Drexel University
- American Military University
- University of San Francisco

Roll Call, widely considered the leading Congressional publication, will again promote The Fair to its target-rich audience of Members of Congress and their staff, the White House, lobbyists, law firms and other Washington leaders. Advertisements about The Fair will appear in Roll Call throughout the summer months, promoting the event among this group of potential graduate and law school students.

In addition, Roll Call will also produce its “Guide to Graduate Schools and Law Programs” that will be distributed to a circulation of over 18,000 the week before, made available to all consortium schools prior to The Fair and also handed out to every attendee during both days of The Fair — more than 21,000 copies in all.

This guide will serve as a convenient take-away piece containing important information on all participating universities, as well as articles on the graduate and professional school admissions process.

As a result of this partnership, **Roll Call is offering a special Fair Rate** to any graduate or professional school that wishes to advertise in the Guide. You must finalize your space before Friday, Aug. 15 to take advantage of this opportunity.

DIMENSIONS	PUBLISHED RATE	FAIR RATE
Full page (9.5" x 14")	\$2060	\$1720
3/4 page (9.5" x 10.125")	1745	1458
Mag page (7" x 10.125")	1620	1353
1/2 page (9.5" x 6.625")	1230	1025
1/4 page (4.625" x 6.625")	635	530
1/8 page (4.625" x 3.25")	405	338

GRADUATE & PROFESSIONAL SCHOOL FAIR

WASHINGTON, DC



An Economist Group business

Ready to place your ad? Just fill out the form on the back, or for more information please contact: Jayna Hooker or Randy Smith at

202/824-6800

Yes, I want my school's ad to appear
in Roll Call's "Guide to Graduate Schools and Law Programs," which will be
distributed at the Washington, DC Area Graduate and Professional School Fair
and appear as a special section in Roll Call — more than 21,000 copies in all.

Step 1: Pick your ad size.
(check which size you want)

- Full page (9.5" x 14") \$1720
- 3/4 page (9.5" x 10.125") \$1458
- Mag page (7" x 10.125") \$1353
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- 1/4 page (4.625" x 6.625") \$530
- 1/8 page (4.625" x 3.25") \$338

Step 2: Color?

- Yes, I want my ad to appear in 4-color
 - 1/2 page ads or larger
(additional \$750 — half of
standard color cost!)
 - 1/4 page ads **only**
(additional \$450)

Already have a contract with Roll Call? Call your ad rep for rates.

Step 3: Payment Information

- Credit Card: MC VISA AMEX DISC # _____
Name on Card _____ Sec. Code _____ Exp. Date _____
- Call me for my credit card information
- I will mail a check payable to Roll Call.
(Check must arrive at Roll Call by **Aug. 14** for ad to run)

Step 4: Contact Information

NAME	STREET ADDRESS
CITY	STATE ZIP
PHONE	FAX
E-MAIL	

Step 5: Fax this form back to
Jayna Hooker or Randy Smith
at 202/824-0475 no later than Aug. 15, 5 p.m. EST

Step 6: Email your artwork to:
jsh@rollcall.com or rhs@rollcall.com
AND rctrffic@rollcall.com

Step 7: Editorial Submission

If you would like to write an article about the graduate and professional school process for the Guide, please submit a synopsis of your article idea below by **Friday, Aug. 1**. Roll Call and The Fair will review all submissions, and if your idea is selected, you will be asked to submit the full article by **Wednesday, Aug. 13**. Articles will be subject to editorial review by Roll Call. Selection of an article for publication does not guarantee ad placement. Roll Call and The Fair reserve the right to close the editorial submission process at any time.
