

2022

# Adulthood Guide

As college students mature into adulthood, they make purchasing decisions they'll stick with for years. The Adulthood Guide offers advice and resources on understanding finances, planning for the future, and a myriad of other topics. Share your products and services with students as they learn how to adult with everything from auto purchases to Zoom workspaces. This guide is published within an issue of the Herald magazine.

## Important Dates

Sponsored Commitment: **October 19**

Ad Commitment: **November 2**

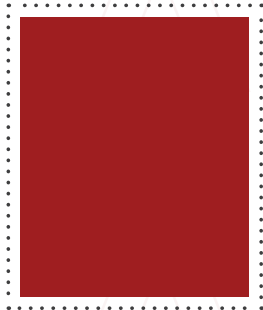
Artwork Deadline: **November 7**

Publication Date: **November 28**

*All deadlines 4 p.m. Central Time*

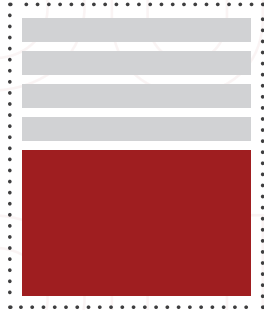
## Rates

Full  
8.25" w x 10.75" h  
.125" bleed



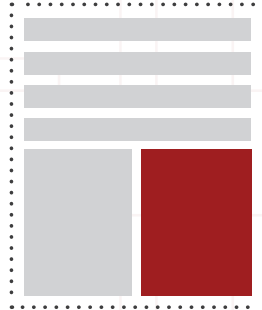
**\$460**

Half  
7.5" w x 4.875" h  
no bleed



**\$250**

Quarter  
3.689" w x 4.875" h  
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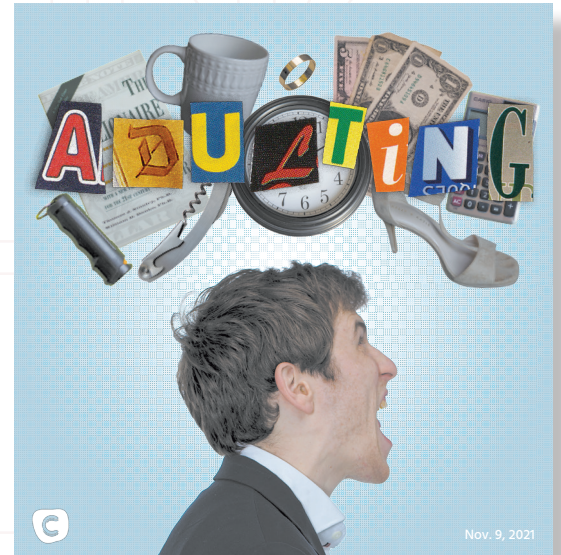


**\$150**

## Sponsored Content

Full page story;  
approximately  
400-600  
words and 1-2  
photographs

**\$550**



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