

## **ATLANTA SCHOOL GUIDE DELIVERS RESULTS!**

“In the last two years, ads placed in the *Atlanta School Guide* have **generated more inquiries for Brandon Hall than ads placed in any other local education guide, education issue or education supplement.**” —*Marcia Shearer, Director of Admissions, Brandon Hall School*

“Strategically, we have decided to advertise only with companies we can directly credit for new interest. *Atlanta School Guide* delivers a return on our money—we **consistently have prospective parents attending our open houses after seeing our ad in your publication.** Your guide seems to be the “E.F. Hutton” for schools looking to advertise in the Metro Atlanta area.”  
—*Sarah Christopher, Director of Advancement, Eastminster School*

“We have received greater success from advertising in the *Atlanta School Guide* than from any other publication we currently advertise in. We ask every caller how they found us, and so far, **I can attribute 50 new clients directly to our ad in your publication.**”  
—*Dennis Freeman, Owner & Director, In-Home Tutors*

“We decided to advertise in the *Atlanta School Guide* because it is **the best school guide I’ve seen in years,** and I’ve been in independent school marketing and admissions since 1991!”  
—*Fred McGaughan, The Knox School, St. James, New York*

“**We have been amazed at the number of people who have said they saw Hebron Christian Academy’s ad in the Atlanta School Guide** and also *Newcomer* magazine. That is exactly the result we wanted: for others to see the school and recognize all that we offer our students. Advertising in your magazines have given the school the unique opportunity to reach a very specific audience of Atlanta parents and also new residents who’ve relocated to our area.”  
—*Deborah Lee, Director of Advancement, Hebron Christian Academy*

“Shortly after our ad was placed in your *Atlanta School Guide*, **we received a significant increase in our school’s enrollment.** Needless to say, we will continue advertising in your publication!”  
—*Roxane Stevenson, Enrollment Director, Kennesaw Charter Science & Math Academy*

“I am a parent first and foremost; and I am a picky parent at that. I understand what parents need and want. I also understand the resources they use to look for this type of information. After running only our first ad in your *Atlanta School Guide* the response has not only been encouraging but overwhelming. **We received 43 calls or emails within the first 30 days that I can trace specifically from your magazine.**” —*Jackie Ubiles, Founder, Little Linguists International Preschool*

“I had a customer come in today, set the *Atlanta School Guide* down on my counter, and state, **‘I saw you in the Atlanta School Guide and I want to register my child!’**”  
—*Kim Belt, Owner & Director, Academic Advantage Tutoring*

“We ask all families considering enrollment how they learned about our school. *Newcomer* magazine and the *Atlanta School Guide* are the sources most often mentioned. Needless to say, we want to make the best use of our advertising dollars, and we all agree that these two publications are the best choice for us. **No other publications have been as effective in helping us communicate to prospective families.**” —*Lynne Floyd, Director of Development, Eastside Christian School*

“**After advertising in your publication we actually had families visiting us that said they saw our ad in the Atlanta School Guide.** We like working with you because of your excitement and passion for what you do! Your publication is great. Your service is great. Thanks!”  
—*Jack Hibbs, Principal, Faith Lutheran School*

**“A lot of families at our school tours found us from our ad in your magazine. We don’t advertise anywhere else—the *Atlanta School Guide* does it all for us! The staff is always on top of things, sends out friendly reminders and are just genuinely pleased to have our business.”**

—*Jessica Hayslip, Director, Peachtree Road Lutheran Preschool*

**“We have had many inquiries and new applicants from parents who saw our ad in the *Atlanta School Guide*. We appreciate your enthusiasm and your commitment to making sure we are getting the best advertising for our money. The articles and information in the *Atlanta School Guide* make it a great resource for parents.”** —*Karen Powell, Admissions Director, Arlington Christian School*

**“We can’t often tell if advertising is working, but in this case, I’d have to say the *Atlanta School Guide* is doing its job! As a result of the many inquiries we’ve received from the Atlanta area, we are considering hosting informational fairs for our boarding school there.”**

—*Celeste Brooks, Public Relations, Randolph-Macon Academy, Front Royal, Virginia*

**“The ad concept and design that your company created for us is literally ringing the phones off the hook. Our ad is working! Your publication has proven to be a great success for us!”**

—*Shelley Margow, Marketing Director, Children’s Therapy Works*

We immediately decided to advertise in *Atlanta School Guide* when one of our follow-up teacher surveys indicated that **your publication was one of the top sources they used to plan their field trips and outreach programs.** —*Laurel Askue, Manager of Education Marketing and Development, Zoo Atlanta*

**“The *Atlanta School Guide* is the best marketing and advertising our school has ever done!”**

—*Kristen Mullen, Admission Director, Peachtree Road Lutheran School Preschool*

**“I enjoy your enthusiasm and your accommodation. You all are very enjoyable to work with, and you also put out great magazines. Both *Atlanta School Guide* and *Newcomer* magazine are very well done. They are at the top of our list for our client Woodward Academy.”**

—*Jenna Downey, Account Services, Nolen and Associates (Ad Agency for Woodward Academy)*

**“The *Atlanta School Guide* has proven to be an invaluable and effective marketing tool for our school. In fact, many families have found Mount Paran by using the guide and have ended up applying here.”**

—*Kathleen McCook, Director of Marketing & Communications, Mount Paran Christian School*

**“After running our first ad in your publication, we received over 30 phone calls within the first two months. Not only that, but they specifically mentioned that they called because they saw our ad in the *Atlanta School Guide*. We are extremely pleased with the effectiveness and the results of your publication!”**

—*Chris King, Head of School, Arlington Christian School*

**“The Ads we ran in both your *Newcomer* magazine and *Atlanta School Guide* completely accomplished our goals of increasing our students. Now we are packed and have an abundance of students.”**

—*Maria Lewis, Public Information Officer, City Schools of Decatur*

**“The *Atlanta School Guide* has become the standard for information about Metro Atlanta’s public and independent schools. Informative articles, school listings and display advertisements provide parents the details that assist them in the search for a school that best meets their children’s needs.”**

—*Paul Stockhammer, President, Brandon Hall School*

Advertising with *Atlanta School Guide* and *Newcomer* magazine allows us to reach a wider market than we typically reach. I will soon be discontinuing all of our other metro-wide marketing. But I feel **it’s vital to maintain one metro-wide marketing relationship, and your publications are the ones within which I am most comfortable maintaining our presence.** —*Amy Riley, Director of Admissions, The Heritage School*

**“The *Atlanta School Guide* is the only publication we advertise in that is exclusively dedicated to education. You produce a quality piece that has very strong distribution.”**

—*Brian Uitylugt, Vice President/Admissions, Eaton Academy*

**“After advertising in the *Atlanta School Guide*, we received many calls about field trips from schools and churches.** On another note, I love your upbeat attitude and your prompt attention.”  
—Dyanne L. Carpenter, Executive Director, Johns Creek Arts Center

“*Atlanta School Guide* has exceptional demographics and distribution. Your market is a good niche, which allows us to easily reach parents. Being able to directly target our market really sets your publication out from the pack. **We also include a coupon code on our ads and are seeing them being used.**” —Daniel Summers, Marketing Director, Center for Puppetry Arts

“Since our initial advertisement in your Winter/Spring 2007 issue **we have received several references to your publication from our new incoming families.** Thank you for your great publication and also for making it so easy to advertise.” —Mary Schoppman, Development and P.R., Saint Francis School

“We are extremely pleased with our advertising in the *Atlanta School Guide*. Not only have we received a considerable increase in inquiries about our school, but **we have also enrolled 20 new students within our first 6 months of advertising in your publication.** Thank you very much!”  
—Maki Brown, Assistant Business Manager, Seigakuin Atlanta International School

**“We have been getting a great response from our ad in the *Atlanta School Guide*** in terms of inquiries for our services. Thank you!” —Alicia Francois-Calhoun, Owner, Francal Consulting Group

“I am so excited about the increased enrollment we are experiencing, and your publications have contributed to this! **Advertising has not only helped our school receive a record number of inquiries, but it has also helped us reach near capacity for our next school year.** Thank you for making this process easy for a busy principal.” —Barbara Hines, Principal, Covenant Christian School

“We enjoy working with *Atlanta School Guide* because you consistently deliver what you promise. **Your magazine has helped us increase exposure for our vacation/study tour programs from the Atlanta region.**” —Bill Tipton, Executive Director, Brunswick & the Golden Isles CVB

**“The *Atlanta School Guide* has allowed us to increase exposure for our educational arts programs and to reach our target market economically.** We like the high quality of your publication, the large distribution and the friendly staff.” —Jihan Francois, Director of Marketing & Communications, Young Audiences, Woodruff Arts Center

“The *Atlanta School Guide* is a fantastic way to advertise our school. **We’ve experienced the benefit of acquiring new students from advertising in your magazine.**”  
—Pam Mazikowski, Admissions Director, North Cobb Christian School

“It is always great to work with your company. Your follow-up and follow-through are excellent. We think very highly of the *Atlanta School Guide* in terms of quality and effectiveness. **You have certainly proven its value in the marketplace.**”  
—Amy Wiles, Director of Marketing & Development, First Montessori School of Atlanta

“I think the *Atlanta School Guide* is a great publication. **We have received several enrollments directly from advertising with you.** We have also gotten great feedback from our clients who have seen us in your publication.”  
—Deena Budd, Principal, Atlanta Ballet Centre for Dance Education

**“Our presence in the *Atlanta School Guide* has greatly contributed to getting the word out about our school** and has allowed us to directly reach families who live in our area. Your company provides great customer service—the staff members always have positive attitudes! I can't tell you how many other publications I have to manage due to poor customer service.”  
—Jill Freeman, Director of Communications, Cliff Valley School

**“We advertise in the *Atlanta School Guide* because of the great exposure and awareness it has brought our school.** In addition, the fabulous staff and customer service make working with your company a very enjoyable experience!” —*Lory Pendergrast, Director of Development & Marketing, The Heritage School*

“The *Atlanta School Guide* is a great marketing tool for schools. It is a well-produced, focused and targeted publication. I like that I see the guides out in strategically placed, desirable locations everywhere I go. **We have gotten a positive response from people who have seen our ad in your magazine.**”  
—*Coleen Lou, Communications Coordinator, The Epstein School*

**“We’ve had several people contact our school because they saw our ad in the *Atlanta School Guide*.”**  
—*Betsy Box, Executive Director, The Bedford School*

“The *Atlanta School Guide* has been a good tool for us to reach parents of school-age children who are interested in the programs our city has to offer. **Your publication has helped us reach a larger audience and create name recognition among area households.**”  
—*Julia McPherson, Economic Development Coordinator, City of Kennesaw*

“I just received the new issue of *Atlanta School Guide* and guess what? You probably already knew this would happen, but **my first inquiry came this morning as a result of our first ad in your publication!** Thanks again!” —*Cynthia Boveland, Principal, Fayette Christian School*