

One-page purchase in Transfer Times Ad/Story/Photo Guidelines (“Spec Sheet”)

A one-page purchase in Transfer Times includes a half-page AD and a half-page STORY – a total of one complete page.

HALF-PAGE AD:

Ad sizes should be one of two following sizes:

A. 10” wide by 6” tall (horizontal half page)

- OR -

B. 5” wide by 11¼” tall (vertical half page)

We will make exceptions for the Spring 2016 edition if you want to reprint your ad from Fall 2015 Transfer Times.

Final ads should be provided in PDF or TIFF format – 250 DPI.

HALF-PAGE STORY:

E-mail your story as a simple **Word document**, no columns. The story can be **NO MORE than 500 words** for a half-page (*400-500 words work best.*)

You may include **one image** with your story, and our designer will see if it will fit with your copy layout. For a 1 column image, deduct at least 100 words. For a 2 column image, deduct at least 200 words. Please no more than one image.

Image Requirement: Photos/infographics must be TIFF or jpg format at least 250 DPI and in a size as large as its final use.

TransferTimes.com • Fall 2015 • Transfer Times Upper Midwest Edition • WINONA STATE UNIVERSITY

For Transfer Students, the Journey Continues at WSU

Every student experiences a unique journey on the path to higher education.

A university known for its range of programs, taught by dedicated, approachable faculty. Students who care about campus activities and the community. A campus located in the heart of one of the Midwest's most beautiful cities, with unique cultural and recreational opportunities.

A **Top Tier university** (U.S. News & World Report), **Best in the Midwest** (The Princeton Review), one of 85 universities on the **Presidential Honor Roll for Community Service**, and as one of **America's 100 Best College Buys**. Winona State offers unparalleled value for transfer students.

A stimulating learning environment focused on undergraduate education. Students are challenged to apply knowledge to practical problems, such as understanding the impact of tourism on developing nations by traveling to the South Pacific or using geoscience flume lab to assess the impact of flooding on Mississippi River communities.

Get to know your professors in small classes. Our average class size is just 26-30 students, an extraordinary number for a university with 8,700 students. In each of our 52 majors, 21 minors and 10 pre-professional programs, you'll interact with your professors, with opportunities for hands-on research experiences. Learning doesn't happen just in the classroom – it happens everywhere.

Improving our world. More than half of Winona State students are involved in community service or volunteer projects. Groups of WSU students planned and participated in multiple projects connecting them with the local food coop and survivors of domestic violence who also faced food insecurity issues. Other students worked with the Boys & Girls Club as part of a service-learning course designed to investigate the connection between poverty and success in public education.

Comprehensive support services. Counseling and advising ensure you have the information you need to transfer coursework and fulfill graduation requirements. Health and veterans services help maintain peace of mind. Life and Learning provides and supports laptops and iPad mini tablets for full-time students, along with software and wireless access to the web. As you approach graduation, Career Services is there with one-on-one assistance with resumes, practice interviews, and a database of employment openings.

Tuition, scholarships and financial aid. Most WSU students are eligible for financial aid, including transfer students. Minnesota residents and students who apply for reciprocity from Wisconsin and North and South Dakota receive resident tuition rates. Academic merit scholarships are available for transfer students with 30 or more credits and a 3.35 GPA. The \$1,000 Phi Theta Kappa scholarship is for members of this academic honor society who have earned an associate degree or completed the Minnesota Transfer Curriculum with a 3.5 GPA. And transfer students may apply for the many talent, inclusion and diversity, alumni and academic scholarships available to all WSU students.

The \$1,000 Phi Theta Kappa scholarship is for members of this academic honor society who have earned an associate degree or completed the Minnesota Transfer Curriculum with a 3.5 GPA. And transfer students may apply for the many talent, inclusion and diversity, alumni and academic scholarships available to all WSU students.

Find out more. To find out more about transferring to Winona State, visit www.winona.edu/admissions. Visit our beautiful campus and meet our students and faculty by going to the website or calling 1.800.441.WSU.



WE'VE GOT A PLACE FOR YOU.

COME FIND US!
winona.edu

CONTINUE YOUR Journey AT WINONA STATE UNIVERSITY
admissions@winona.edu

Office of Admissions | 170 West Saraborn St. | Winona, MN 55987 • 800-DIAL-WSU | admissions@winona.edu | winona.edu

A Example of horizontal half page layout - 10" x 6" ad

TransferTimes.com • Fall 2015 • Transfer Times Upper Midwest Edition • UNIVERSITY OF MINNESOTA CROOKSTON



University of Minnesota Crookston

The transfer-friendly University of Minnesota Crookston is a comprehensive, career-oriented university with 33 undergraduate degree programs, 36 concentration areas, 22 minors, and 14 online options. There are many reasons to choose the U of M Crookston:

1. Ease into a transfer-friendly university. All college credits are evaluated, and credits are typically accepted from military experience, tech and two-year colleges, and other four-year institutions. We have the resources and financial aid support to help make your transition smooth. There is an out-of-state tuition differential—students who are not residents of Minnesota pay the same tuition rate as residents!
2. Earn a prestigious University of Minnesota degree. A degree from the University of Minnesota is respected around the globe and not just by other intellectuals and academics—by every major employer who wants to hire the best and brightest—otherwise known as you.
3. Learn, then do. You won't just spend all your time behind a desk! Curriculum is designed around experiential learning. Depending on your major, you might work on projects to analyze advertising, public relations, marketing, and new media for real clients. Or you may work at a laboratory, corporate office, local airport, forest, farm, riding ring, greenhouse, small business, health care facility, or computer room. You may also get the chance to work with professors on undergraduate research projects.
4. You'll gain a career edge. At the U of M Crookston research, volunteer, and other experiences are built right into your coursework, and much takes place beyond the classroom. You do things here. You'll plan, develop, and implement projects that fit your career field—all to develop confidence and skills to dive right in to your own career. This technology-driven, career-oriented approach means you graduate with an edge. So whether you kick-start your career or continue learning in grad school, you'll be ready.

5. Get involved and get the individual attention you deserve. The U of M Crookston is a small campus with big U of M connections and a low student-faculty ratio. Our 40 student clubs and organizations provide many options to get involved and become a leader, and we offer athletics at the N.C.A.A. Division III level in the Northern Sun Intercollegiate Conference. Go, Golden Eagles!

TRANSFER TODAY!

Requirements:

- Cumulative GPA of 2.00 in previous college work.
- Official transcripts from every institution you have attended. (May need to provide a high school transcript/GED test scores and ACT scores).

Apply Today:

- Complete an application online at www.umcrookston.edu/admissions and include the \$30 application fee.
- Send official transcripts from ALL previous institutions.
- Transfer specialty scholarships are available.

CONTACT US!

Call 1-800-UMC-MINN to speak with Admissions, Financial Aid, and our transfer specialist. Visit www.umcrookston.edu to learn more about degree programs, campus life, and the transfer admissions process. We're eager to visit with you.

APPLY TODAY!

www.umcrookston.edu/visit

Office of Admissions | 2900 University Ave. | Crookston, MN 55716 • 800-862-6466 | umcinfo@um.edu | umcrookston.edu

B Example of vertical half page layout - 5" x 11.25" ad



YOUR CONTACT INFORMATION:

The following contact information will appear at the bottom of your Transfer Times page (L-R):

- Department/Office name for handling transfer students
- address for that office
- City, State, Zip
- phone number
- e-mail
- website

may apply for the many talent, inclusion and diversity, alumni and academic scholarships available to all WSU students.



Find out more. To find out more about transferring to Winona State, visit www.winona.edu/admissions. Visit our beautiful campus and meet our students and faculty by going to the website or calling **1.800.DIALWSU**.

FIND OUT MORE/ CONTACT INFORMATION:

We include this info icon on the bottom of each article to indicate a place that you can go to for more information, a contact, or a bold statement that you would like to include about your college. Feel free to include this as part of your article when you submit copy to us.

TRANSFER TIMES ADVERTISER CHECKLIST:

Get approvals for ad and article before submitting on Dec. 1 (or sooner if ready)

Remember to proof copy in both article and ad

Fill in contact information for footer of your page:

- Department/Office name for handling transfer student:

- Address for that office: _____

- City, State, Zip: _____

- Phone number: _____

- Email: _____

- Website: _____

Who should receive final proof of your page (via email)?*

- Name: _____

- Email: _____

***Note: Proofs will be emailed to you the week of Dec. 14 and will need a 48-hour approval turn-around.**

UPLOAD INSTRUCTIONS:

Upload the following to this dropbox link by Dec. 1, 2015:

<https://www.dropbox.com/request/scJF4wt3T68UAtPnw8j6>

(You do not need a Dropbox account to upload to this link)

- Ad (PDF or TIFF format – 250 DPI)
- Article (Word document)
- Photo or infographic (if desired)
- This PDF, saved with your information entered above

Questions? Contact Rachel Schaar at Rachel@transfertimes.com or **414-831-0184**.

Note: Please submit your FINAL ad and article to us. It is your responsibility to proof copywriting and ad artwork before sending it to us.