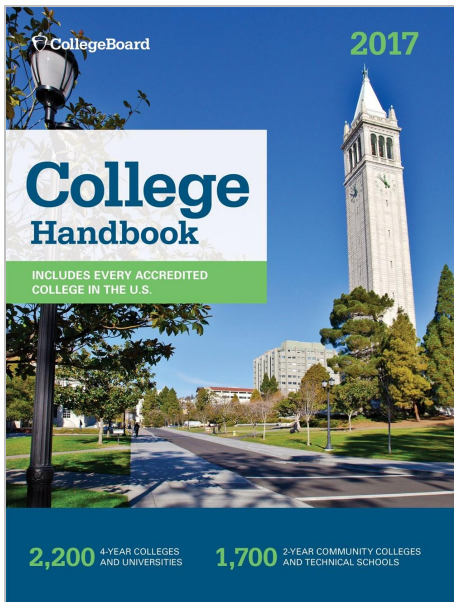




College Board



College Handbook 2017

The College Board

The only guide with *all* the accredited colleges in the United States--more than 3,900--including four-year and two-year colleges and technical schools!

This is the *only* guide available that contains objective information on every accredited college in the United States--2,200 four-year colleges and universities, and 1,700 two-year community colleges and technical schools. With its clearly laid-out entries and more than 40 indexes, the *College Handbook 2017* is also the fastest, easiest way for students to narrow a college search and compare the schools that they're interested in.

-comprehensive listings of admission requirements, majors, sports, on-campus activities and campus computing

-targeted information for home-schooled students and students considering community college as an option

-useful features for black and Hispanic students

-tables of early decision and wait-list outcomes show information that can't be found in any other guide

-planning calendar and worksheets help students organize their applications and stay on track

-updated annually by a team of editors who verify information with each college, making the *College Handbook 2017* the best college reference guide available

PRAISE

"The easiest college reference to use." --Anne Lewis, Supervisor of Guidance Services, Loudoun County Public Schools, Va.

"[The] data on more than 1,600 two-year schools [are] a great boon, since nearly half of all U.S. undergraduates attend such colleges." --Jay Matthews, *Slate*

STUDY AIDS / COLLEGE GUIDES

College Board | 7/5/2016

9781457307737 | \$31.99 / \$36.99 Can.

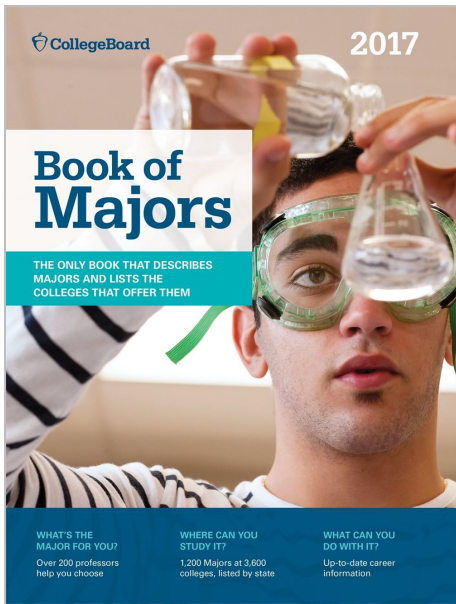
Trade Paperback | 2336 pages | Carton Qty: 4
11 in H | 8.3 in W | 3.2 in T | 5.1 lb Wt

MARKETING

Online: Targeted e-mail campaigns to high school juniors, seniors, and their parents; e-mail blast to educators and counselors; promoted on the College Board's highly trafficked website (4-5 million monthly visitors).

Print: Promoted through the College Board's widely distributed materials to schools, promoted in the College Board's best-selling trade publications.

Direct mail: Targeted campaigns to high school counselors, university campus career centers and librarians.



Book of Majors 2017

The College Board

The only book that describes majors in depth and lists the colleges that offer them.

The *Book of Majors 2017* helps students answer these questions: What's the major for me? Where can I study it? What can I do with it after graduation? Revised and refreshed every year, this book is the most comprehensive guide to college majors on the market. In-depth descriptions of 200 of the most popular majors are followed by complete listings of every major offered at more than 3,800 colleges, including four-year and two-year colleges and technical schools. The 2017 edition covers every college major identified by the U.S. Department of Education--over 1,200 majors are listed in all. This is also the only guide that shows what degree levels each college offers in a major, whether a certificate, associate, bachelor's, master's or doctorate. The guide features:

- insights--from the professors themselves--on how each major is taught, what preparation students will need, other majors to consider and much more.

- updated information on career options and employment prospects.

- the inside scoop on how students can find out if a college offers a strong program for a particular major, what life is like for students studying that major, and what professional societies and accrediting agencies to refer to for more background on the major.

PRAISE

"This book will help students ask the right questions ... and move from 'I like science' or 'I like history' to the majors that are right for them." --Susie Rusk, Counselor, Robert McQueen High School, Reno, Nev.

"The College Board has taken a complex topic and made it seem easy. The descriptions are right on target, and the lists are terrific for matching majors to colleges." --Bill Yarwood, Director of Guidance, Moorestown High School, Moorestown, N.J.

STUDY AIDS / COLLEGE GUIDES

College Board | 7/5/2016

9781457307744 | \$28.99 / \$33.50 Can.

Trade Paperback | 1400 pages | Carton Qty: 6

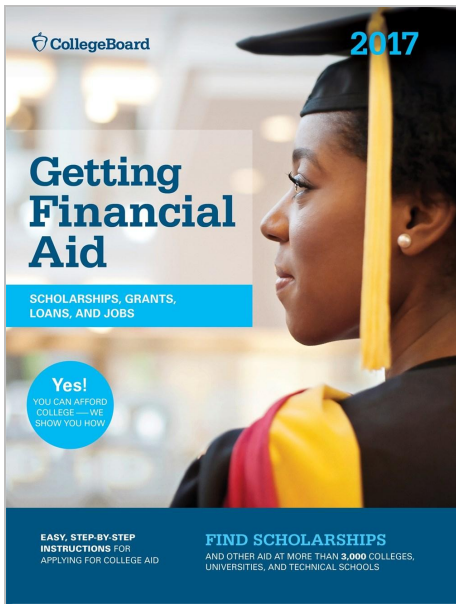
10.9 in H | 8.2 in W | 2.5 in T | 4.4 lb Wt

MARKETING

Online: Targeted e-mail campaigns to high school juniors, seniors, and their parents; e-mail blast to educators and counselors; promoted on the College Board's highly trafficked website (4-5 million monthly visitors).

Print: Promoted through the College Board's widely distributed materials to schools, promoted in the College Board's best-selling trade publications.

Direct mail: Targeted campaigns to high school counselors, university campus career centers and librarians.



Getting Financial Aid 2017

The College Board

"This comprehensive guide explains the entire process from start to finish ... The money you spend on this book may save thousands." --*Living with Teenagers* magazine

A must-have book in today's economy, *Getting Financial Aid 2017* is for parents and students challenged by the cost of college. The all-important FAFSA form is explained with step-by-step instructions, and the College Board's CSS/Financial Aid PROFILE® form is explained by the people who administer it.

This guide includes information and advice from experts on how to apply for aid, plus easy-to-compare college profiles giving the "financial aid picture" for more than 3,000 four-year and two-year colleges and technical schools. The guide also shows award amounts and scholarship requirements--no other directory has this level of detail. Completely revised to reflect current federal laws and college policies!

STUDY AIDS / FINANCIAL AID

College Board | 7/5/2016

9781457307751 | \$23.99 / \$27.50 Can.

Trade Paperback | 1040 pages | Carton Qty: 8

10.9 in H | 8.2 in W | 1.9 in T | 3.2 lb Wt

MARKETING

Online: Targeted e-mail campaigns to high school juniors, seniors and their parents; e-mail blast to educators and counselors; promoted on the College Board's highly trafficked website (4-5 million monthly visitors).

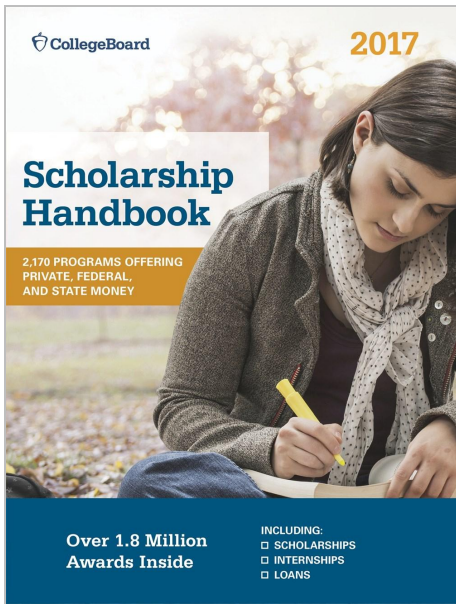
Print: Promoted through the College Board's widely distributed materials to schools, and in the College Board's best-selling trade publications.

Direct mail: Targeted campaigns to librarians, school counselors and college financial aid advisers.

PRAISE

"Invaluable for families in any economic situation." --*School Counselor Resources*

"This comprehensive guide explains the entire process from start to finish. ... The \$20 you spend on this book may save thousands." --*Living with Teenagers* magazine



Scholarship Handbook 2017

The College Board

"Guides students to legitimate programs where they have a real chance of qualifying."--Educational Dealer

The *Scholarship Handbook 2017* provides the most complete and authoritative facts about more than 1.7 million awards, including scholarship, internship and loan programs offered by foundations, charitable organizations, and state and federal government agencies. Every entry is verified by the College Board to be legitimate, up-to-date, accurate, and portable to more than one college.

This guide includes a planning calendar and worksheets to organize and keep track of scholarship applications. Indexes help students find programs by eligibility criteria--such as minority status, religious affiliation, state of residence and intended field of study--so they can quickly zero in on scholarships for which they qualify.

PRAISE

"This inexpensive directory is an ideal resource for college-bound students and parents. It belongs in all college, high school and public libraries." --American Reference Books Annual

"Guides students to legitimate programs where they have a real chance of qualifying." --Educational Dealer

"This book is very informative and easy to use. I would recommend it to everyone!" --Christine Arrington, Student, Larchmont, NY

STUDY AIDS / FINANCIAL AID

College Board | 7/5/2016

9781457307768 | \$31.99 / \$36.99 Can.

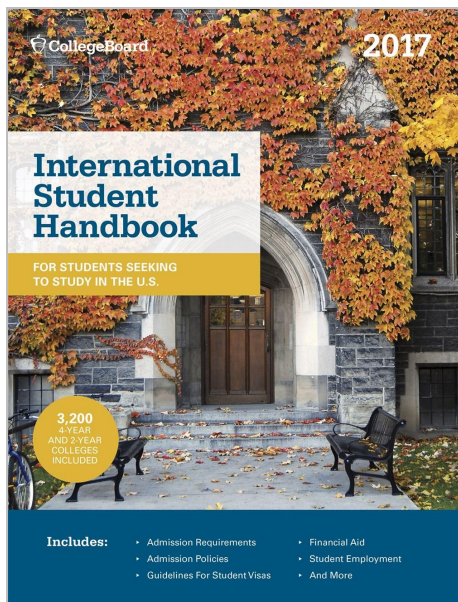
Trade Paperback | 640 pages | Carton Qty: 12
10.9 in H | 8.2 in W | 1.3 in T | 2.2 lb Wt

MARKETING

Online: Targeted e-mail campaign to high school juniors, seniors, and their parents; e-mail blast to educators and counselors; promoted on the College Board's highly trafficked website (4-5 million monthly visitors).

Print: Promoted through the College Board's widely distributed materials to schools, featured in the College Board's best-selling trade publications.

Direct mail: Targeted campaign to school counselors.



International Student Handbook 2017

The College Board

"Concise and practical."--*American Reference Books Annual*

The *International Student Handbook 2017* is the only book exclusively for foreign students! It has information on 2,900 colleges, including each school's "international profile."

This guide covers financial aid, Test of English as a Foreign Language (TOEFL) requirements, housing availability and special services for international students. It also includes step-by-step guidelines on how to prepare for and apply to colleges in the United States, find financial aid and obtain a student visa.

An appendix lists EducationUSA advising centers around the world where students can go locally for assistance and more information. Comprehensive indexes and a detailed glossary of terms will help students find schools that meet their needs.

PRAISE

"A concise and practical source of information for students from other countries. ... Nicely organized, easy to use and attractively presented." --*American Reference Books Annual, 2005*

STUDY AIDS / COLLEGE GUIDES

College Board | 7/26/2016

9781457307775 | \$31.99 / \$36.99 Can.

Trade Paperback | 408 pages | Carton Qty: 18

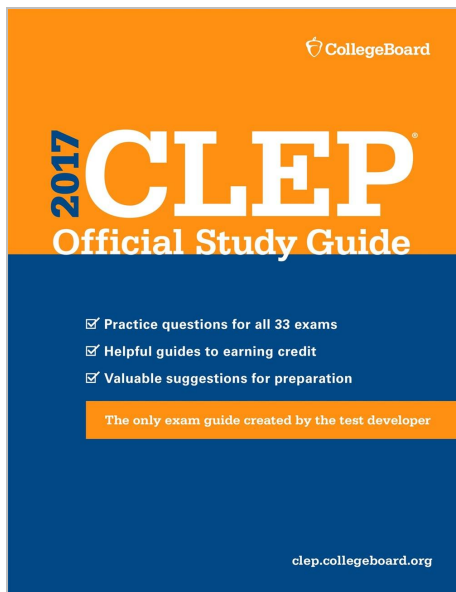
11 in H | 8.3 in W | 0.8 in T | 1.3 lb Wt

MARKETING

Online: E-mail blast to educators and counselors, promoted on the College Board's highly trafficked website (4-5 million monthly visitors).

Print: Promoted through the College Board's widely distributed materials to schools, promoted in the College Board's best-selling trade publications.

Direct mail: Targeted campaign to high school counselors.



CLEP Official Study Guide 2017

The College Board

The only CLEP guide written by the test maker--complete and up-to-date for all exams

Every year, students save countless hours and dollars by taking advantage of the College Board's CLEP® examinations. CLEP allows students to get college credit by earning a passing score on any of 33 exams covering introductory-level subjects. There are more than 2,900 colleges and universities that will grant credit for CLEP. The *CLEP Official Study Guide 2017*, developed by the test maker, is the only study resource for all 33 CLEP exams. It includes practice questions for all exams, exam descriptions, and test-taking tips and strategies.

PRAISE

"I took six CLEP exams and earned 30 hours of credit. I not only saved money, I saved time, which is worth so much more. Thank you CLEP!" --Eileen Smith, University of Maryland University College

STUDY AIDS / CLEP

College Board | 8/2/2016

9781457307782 | \$24.99 / \$28.99 Can.

Trade Paperback | 550 pages | Carton Qty: 10

11 in H | 8.4 in W | 1.3 in T | 2.7 lb Wt

MARKETING

Segments: military veterans, college students, high school students, homeschool students, adults returning to college, enrollment managers, advisers, faculty

Online Outreach: banner ads, email campaigns, media advertisement, search engine keyword buys, and online ad placements on Google partner sites

Exhibits: CLEP National Conference, National College Testing Association (NCTA), Accreditation Council for Business Schools and Programs (ACBSP), American Council of Education (ACE), and others

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