

Services & Media Kit 2012

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ABOUT US

After several years of research and conducting interviews with numerous community college professionals, [the SOURCE on Community College Issues, Trends & Strategies](#) was launched by George Lorenzo, president and CEO of Lorenzo Associates, Inc., on March 13, 2011. George is the principle writer, editor, researcher and publisher of the SOURCE. He has more than 25 years experience as a professional writer. Since 2001, his primary focus has been in the education sector covering online education and educational technologies.

The mission of the SOURCE is to provide freely accessible information in the form of self-published, in-depth reports, articles and essays, as well as vetted links to valid and authoritative information from other sources, that are timely, relevant and useful to community college educators.

The SOURCE has an [editorial board](#) that provides valuable advice and insights into the world of community colleges in order to keep this resource on a track that helps its readers more easily sift through the vast amount of information available to them online. In addition to a [SOURCE Library](#) section, the SOURCE is segmented into 10 Silos of information with live links updated every two weeks and delivered to self-subscribers through its [“Updates From The Source”](#) electronic newsletter.

The SOURCE is essentially a small and nimble business operation that gets a lot done for its size. In addition to maintaining the aforementioned, George personally provides a variety of professional writing, editing and web-content-production services geared toward helping and advising community college online education providers. The SOURCE also has a variety of advertising and sponsorship programs that are geared specifically toward exposing your products and services to the community college sector.

For more information and a free consultation about any of the services and/or advertising programs we offer, please call 716-759-1140 or email info@edpath.com.

**Grow with The
SOURCE on
Community
College
Issues,
Trends &
Strategies
Advertising
Program**



We offer simple, flat-rate, display-advertisement opportunities that will get your message and brand out to an audience of community college faculty and administrators from across the United States. These ads are placed on The SOURCE website as well as on the biweekly “Updates from the SOURCE” electronic newsletter, giving you maximum exposure.

**Call Us Today for a
Free Consultation &
Cost Estimate:
716-759-1140**

425 pixels x 60 pixels

Advertisements are rotated throughout [The SOURCE on Community College Issues, Trends & Strategies website](#), as well as on [The Updates from the SOURCE biweekly electronic newsletter](#).^{*} Choose from four options:

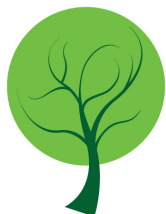
**120 pixels
X
120 pixels**

**120 pixels
X
300 pixels**

- 1. 120 pixels X 120 pixels**
Cost: 3 months, \$300, 6 months, \$540, 12 months, \$900
 - 2. 120 pixels X 300 pixels**
Cost: 3 months, \$450, 6 months, \$750, 12 months, \$1,200
 - 3. 425 pixels X 60 pixels**
Cost: 3 months, \$600, 6 months, \$1,050, 12, months, \$1,800
- ^{*} newsletter ads are 120 pixels X 120 pixels

4. Custom Package
We collaborate to come up with a creative advertising program that could include publishing professionally written feature articles and/or case studies about your products and services.
Cost: Negotiable, based on extent of program

Sponsorship opportunities for special reports written & designed by The SOURCE & published inside The SOURCE Library



We have developed a sophisticated and effective sponsorship program for reports that we write and design and then publish inside [The SOURCE Library](#). Report sponsorship is a great way to get the word out to the community college sector about your products and services in a way that is based on the simple premise of providing timely, relevant and free information that professionals in the field will find useful.

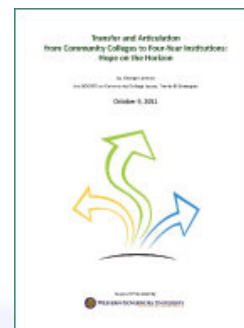
We have a prospective editorial calendar that is constantly under development for writing and publishing these reports in 2012.

**Call Us Today for a Free Consultation & Cost Estimate:
716-759-1140**

As a sponsor of a SOURCE report—written, designed, published and distributed in both electronic and hard-copy printed formats—you have the option of being provided with all or part of the services listed below, each geared toward giving you the greatest level of exposure to a discerning audience of community college professionals:

- Your logo prominently displayed on the front cover.
- Your logo prominently displayed on the Table of Contents page.
- A one-page message of your choosing that is published in the back of the report, along with any live links to the web page(s) of your choice (for the electronic version).
- 500 (or more) hard-copy, full-color versions of the report delivered to you so that you can distribute as you see fit.
- An internationally distributed Business Wire press release written on your behalf in collaboration with the SOURCE.
- Electronic distribution through eNewsletter [“Updates From The SOURCE,”](#) currently with more than 1,040 subscribers and growing.
- Posting of the freely downloadable report inside [The SOURCE Library](#) and highly visible on the top section of the [The SOURCE home page](#).
- Posting of your logo and a brief description of the services you provide to community colleges in [The SOURCE Sponsors](#) section.

COST: Negotiable, based on the extent of the sponsorship agreement



**Community college
online education
website content &
navigational structure
services
provided by
professional
education
Writer &
Editor
George Lorenzo**



If your online education website needs to be revamped, George Lorenzo, editor of The SOURCE, can work with your staff to get a new website up and running quickly through an organized and focused collaboration that includes the development of new content and website navigational flowcharts and wireframes.

The basic steps in the process for getting your online education website up to speed are outlined, in brief, as follows:

1. We have a no-cost conversation about how your website can be improved, and how we can collaborate to get your website revamped, including an estimate about how long it will take, what it will cost, and how we can enter into a contractual, mutually beneficial agreement.
2. After coming to an agreement, the first step is to closely analyze your website and design a flowchart that works as the base outline of a new website navigation structure. We create a site map that shows what goes where and how everything links together.
3. We create wireframes of each page that show in a rough-sketch format how each page lays out and what content goes on each page.
4. We write the content that goes on each page. *
5. Your website designer(s) takes the flowcharts, wireframes and content and uses them as guides to publish your new website.

* Content can include a wide variety of strategies, including the development of keener, more precise descriptions of your curriculums; faculty profiles; student profiles; program-related job outlooks; detailed and wide-ranging online education student guidebook oriented information; an email marketing service; how you brand yourself; how you market yourself; how you identify and define your value propositions; and more.

COST: Negotiable, based on the extent of the contractual agreement.

See our special report:

[What Community Colleges Need to Know
About Advertising & Marketing Online
Programs](#)

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Cost Estimate:
716-759-1140**

Professional education-writing, editing, research and publication-production services provided by George Lorenzo for publishing feature articles, special reports, newsletters, and more.



Through the parent company of The SOURCE, Lorenzo Associates, Inc., we provide writing, editing, research & publication production services. George Lorenzo, president and CEO, provides the vast amount of these services to a limited number of clients. He has more than 25 years experience as a professional writer, editor and publication-production specialist.

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Lorenzo Associates, Inc.
education research, writing, editing & publishing



For more than ten years, the focus of George Lorenzo's writing, editing, research and publication-production services has been primarily in the higher education sector. He has written in-depth reports for national education organizations such as EDUCAUSE and the Sloan Consortium. In addition to both formal and informal academic reports on numerous topics of interest to educators, he has created newsletters, case studies, and long feature articles for the Rochester Institute of Technology, the University of California, Michigan State University, Fort Hays State University, Western Governors University, Rio Salado College, Prometheus, Blackboard, WebCT, Hezel Associates, Taskstream, Tegrity, eCollege, University Business Magazine, Training Magazine, the ASTD eLearning Handbook, and others in the education industry.

George is also an accomplished self-publisher. From early 2001 through 2009, he wrote, designed and published Educational Pathways, a successful paid-subscription newsletter about online higher education. In addition to his work writing and editing The SOURCE on Community College Issues, Trends & Strategies, he has also written and self-published a free eBook about how to earn an MBA online.

In short, George writes a whole lot of stuff, and he has extraordinary interview and research skills. His forte is all about synthesizing enormous amounts of information into coherent, easy-to-read-and-navigate-through documents and websites.

George serves only a set number of pre-qualified clients in order to provide thoroughly effective, results-oriented writing, editing, research and publication-production services. Call him anytime for a no-cost estimate and discussion about how he can collaborate with you on your important project(s).

COST: Negotiable, based on the extent of the services provided.

Featured College Advertising Program for providers of 100 percent online associate degree and/or certificate programs



Get in on the ground floor of our new online directory to online associate degree and certificate program. We are currently offering introductory featured college display- advertising rates.

**Call Us Today for a Free Consultation & Cost Estimate:
716-759-1140**

the SOURCE

Directory of 100% Online Associate Degree & Certificate Programs

Located at www.edpath.com/onlinedegrees.html, this directory was created as a viable and trustworthy method for prospective online students to find fully online degree and certificate programs at the two-year level of postsecondary education.

We have provided a service in which direct links are listed to degree and certificate programs offered by colleges across the country. A distinctive feature of the directory is that we do not accept any postings of what's referred to as pay-per-lead forms, whereby site visitors search for an online program online to get a relatively short list of colleges that ask them to fill out a form for more information.

In addition to providing free direct links to all of the colleges that clearly state on their websites that they offer 100 percent online programs, we offer a "featured college" display-advertising program. These are enhanced listings that give you a way of promoting what you offer in a more visible and informative format.

Depending on the featured college display advertisement agreement you enter into with us, you can use whatever we create for other promotional purposes. In other words, you own what we may write and design for you, which can result in a significant savings to your advertising and marketing budget.

Featured college display ads can be customized in many different ways and on a variety of pages within the directory. For an example, please see www.edpath.com/washington.html.

Cost: Negotiable, based on the extent of your advertising strategy.