

# 2022 CONNECTED ADVERTISING OPPORTUNITIES



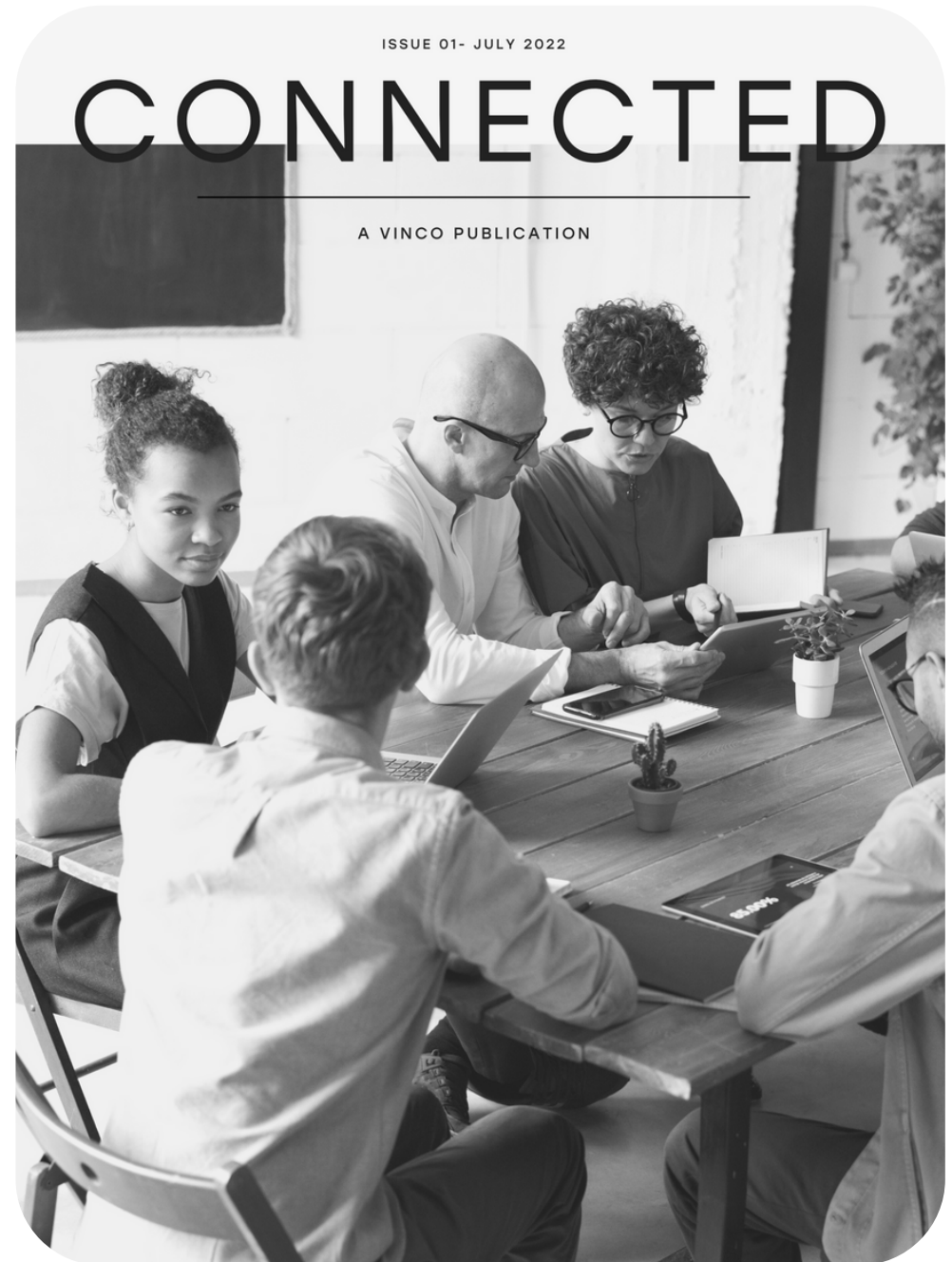
**VINCO**



# What is connected?

Connected is a brand new monthly e-magazine published by Vinco Prep. Vinco provides 1:1 academic and professional services to college students, law students, bar exam takers, business owners, and young professionals. Each month, we feature engaging and dynamic content that is specifically created for each of these groups.

In today's world of non-stop and questionably reliable information, Connected is designed to provide high-quality news, advice, and information in alignment with Vinco's core values of diversity, community, courage, balance, and efficiency. Our primary goal is to reach a broad audience of civic-minded, action-taking young adults and professionals who share these values and want to continue to learn and grow.

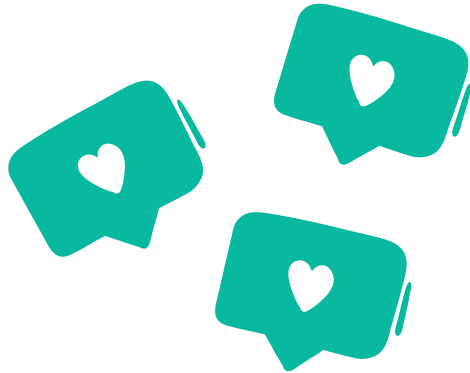


**1,200**  
*Email Subscribers*

**38%**  
Open Rate

**6.75%**  
Click rate

**3.2k**  
CEO LinkedIn  
Network



Connected is a brand new publication! We expect to see these numbers grow quickly as word gets out. Our email list is carefully cultivated. Our open and click rates well exceed industry standards.

**WE HOPE TO  
FEATURE YOU  
SOON!**

914-222-5047  
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# 2022 Q3 & Q4 Editorial Calendar

Each month our content is carefully curated to be timely and relevant to our readers. While each issue of Connected provides a variety of articles and resources in each category, below you can find some of the main themes for each month.

## JULY

- Preparing for college
- Law school wellness
- Cramming for the bar exam
- Politics & Business

## AUGUST

- Back to college
- Back to law school/  
1st year law student
- Waiting for bar results
- Business & burnout

## SEPTEMBER

- Semester planning
- Law school note taking
- Planning for the Feb bar exam
- Cultivating community

## OCTOBER

- Midterm prep
- Law school outlining/  
Finals
- Failing the bar exam
- Stay productive through the holiday season

## NOVEMBER

- Final exam prep
- How to have a productive break
- Studying for the feb bar
- 2023 Biz planning

## DECEMBER

- End the semester strong
- Preparing for the spring semester
- Surviving the holidays & bar prep
- End of year wrap up

## Ad Options

<b>1/2 PAGE AD</b>	<b>\$250</b>
<b>FULL PAGE AD</b>	<b>\$500</b>

YOUR AD OR  
ARTICLE WILL BE  
FEATURED IN  
THE SECTION  
YOU REQUEST

# OPTION MENU

## Content Options

<b>SPONSORED ARTICLE (YOU WRITE)</b>	<b>\$750</b>
<b>SPONSORED ARTICLE (WE WRITE)</b>	<b>\$1,000</b>

# FOUNDING ADVERTISER SPECIALS

Get in on the ground floor and save! These special packages are available until 12/31/22 and are for use through 6/1/23.

## STANDARD

**\$2,500**

(5) 1/2 page ads  
(2) pieces of sponsored content (you write)  
Price lock for 2023

## PREMIUM

**\$3,500**

(2) 1/2 page ads  
(3) full page ads  
(2) pieces of sponsored content (we write)  
Price lock for 2023

## GOLD

**\$4,500**

(5) pieces of sponsored content (we write)  
(5) social media features (1 per article)  
(5) mentions in email list (1 per article)  
Price lock for 2023

# THANK YOU!

For questions or to sign  
up for ad space please  
email Shienna at  
[info@vincoprep.com](mailto:info@vincoprep.com)

**VINCO**

