



Direct Access: College Bound Market

In 2010, 3.3 million high school graduates will join the current 19 million college students on campus. For college-bound students, the first day of college - and freedom from the parents — doesn't arrive soon enough.

However, there are a few hurdles to jump over before they reach that glorious day: admissions (SAT or ACT) tests, applications, essays, interviews, campus visits...and the list goes on.

Prior to graduation and college acceptance, high school seniors have to complete a grueling ritual known as taking the SAT or ACT (or both!). Test preparation is one example of how important it is to target this audience as they look for ways to improve their score — and spend money to do it. According to a recent study, over 60% of high school seniors who took the SAT or ACT used some method of commercial test prep, including:

- A test preparation book — 63%
- A computer program — 36%
- A classroom prep course — 16%

CareersAndColleges.com, an Alloy Education-owned website, provides a helpful guide to handling standardized tests for college bound students. To read what's top of mind for college bound students, check out this [article](#).

Direct Contact

Reach your list of choice before the end of the year - contact us at: dmsales@alloymarketing.com or 212.401.0066

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Source: MRI Doublebase 2008, Alloy's College Explorer 2009, NCES projections for 2008 - 2010
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