



Dear Valued Subscriber –

August 2008

Yes, it's renewal time again. If you've already renewed, don't worry – we have it. But we are writing with other exciting news as well so we wanted to include you!

District Discounts

A number of large districts subscribed last year and each school received their subscription for **\$99 per year**. Talk to your district about ordering for all your schools and save!

Handbook Updates

In addition to the normal handbook updates (checking all web links, verifying the NCAA, Tests and other areas that change frequently, etc.) we have enhanced the electronic .pdf handbook version that you all receive at no extra charge. We have added bookmarks that let you jump to sections of the handbook online, and the Table of Contents also links actively. This means that, for example, if you click on "Standardized Testing" in the contents, you will jump right there. The web links which are throughout the handbook ALSO work live. This makes the electronic .pdf version very powerful and actually easier to use than the paper version. Be sure to put the electronic version on your school website to get maximum benefit from your subscription! (your technical staff will know how to do this)

Mini Manuals and Powerpoints

This year we are continuing and expanding our new optional add-on for your subscription: individual mini-manuals that drill into numerous college-related topics in far more detail than we can do in the handbook. For each, where possible, we also develop a companion PowerPoint presentation that summarizes and bullets the information. We tried to add downloadable iPod video files with audio to accompany the material contained in each mini-manual, as well as audio .mp3 files but the technology was too slow at this point. The MiniManuals and PowerPoints are accessed on a separate, private website. You will be able to offer the password protected website link to your students and parents. From there they can download them as they wish – or you can download them and present the material yourselves. This optional add-on is \$119 per year at this time. Lock in this price this year, as it may go up in future years. Thank you for your great response to this new feature!

You may preview the new MiniManual and PowerPoint add-on site at the following:

www.getin2college.com/MMPreview.html

There we have activated ONLY ONE manual and PowerPoint for previewing purposes, but all the topics listed there are available to those who subscribe. We are also open to adding more topics based on suggestions from our subscribers. Don't miss this chance to add even more resources to your college guidance program. The following pages contain other important updates and information as well as a renewal order form. Please read everything carefully.

We look forward to working with you again this coming year.

Give your college-bound students the edge!

This page contains important subscriber information – please read it carefully!

Renewing for 2008-2009

Remember, our model is based on providing you annual updates and copyright permissions. You may NOT distribute last year's (2007-2008) edition to any 2008-9 class. The 2008-2009 edition is available now and will be sent upon renewal. You may only continue to access our subscriber website and newsletters if you are an active subscriber. If your subscription lapses, you lose the ongoing guaranteed price of \$129 per year. Here is additional information on what we've been up to:

Private Subscriber Website Password

Have you been using the subscriber website? It has grown tremendously over the past year, now consisting of over 600 categorized admission-related links for your students/parents. You can link to it from your school website. Note that, in order to protect our subscribers, the **private subscriber site is now password-protected**. You will receive the password when you renew, and it will also be contained in the handbook. The link will not change year to year – only the user name and password, and it will change each December 31. So in the fall, both the old and new password will work. Don't lose the user name and password! They are emailed to you when you renew, and are also found in the handbook. (case sensitive – use all caps)

Subscriber and FAQ Pages on the Website

Please use the **Subscribers** page throughout the year to find out what's going on, print renewal forms, renew on line etc. It will always have the renewal form that is current at that time, so you can renew any time throughout the year that suits your schedule. Just remember that the new handbook comes out each August. Next, there is a page for **"FAQs"** (frequently asked questions) where we've tried to answer your most common questions. Also remember our toll-free phone and fax number **1-888-667-7755**. To keep our costs down, we don't staff a full-time receptionist, but voicemails are retrieved promptly. Email is still generally the fastest way to get an answer: **info@getin2college.com**

Logo Service

Would you like us to add your school logo to the handbook cover for a truly professional look? We have tried to do this for some of you already, if we could find a decent logo on your website. However, in many cases we could not – and/or the quality was poor. If you have a nice (black & white or color) electronic file version of your school logo (preferably .jpg or .gif but we'll try anything), simply email it to us and we'll store it for use on the cover year to year - you only need to send it once and you may do so any time prior to, or along with, your renewal. There is no charge for this extra service.

Email Problems

Some schools are still inadvertently blocking our emails as spam. If you did not receive about 5 emails from us last year, and one recently around July 15, you must be one of them. On our renewal form, note that we are asking for a secondary (perhaps personal) email to help solve this problem. We will only use it if you request it or if our normal email to you is "bounced back" to us. There is no additional charge if you would like us to email to BOTH, to be sure you don't miss out on important information. Just indicate so on the renewal form. Next year we hope to send this letter ONLY electronically, so please help us reach you via email!

Quarterly Newsletter "The Edge"

We have received a great response to our newsletter, which you receive at no additional cost and which may be used as you wish. It is posted to our subscriber site mid January, April, July and October of each year. Back issues are also available there.

Final Note about Renewals

You have until December 31, 2008 to renew at the special rate of \$129. We will send the handbook as soon as your renewal is received if it's August or later. The paper form is enclosed, and must be used if you wish to pay by credit card. You may renew on-line with a Purchase Order number or if you've mailed us a check.

Best wishes for a great school year from your friends at Get in 2 College!