

# Michigan College Tour

## Frequently Asked Questions

### **What is the purpose of the Michigan College Tour Website?**

Our purpose is to promote Michigan Colleges and Universities primarily to junior and senior high school students and their families.

### **Our school has its own website why should we add a listing on the Michigan College Tour site?**

We deliver the [Michigan College Tour Campus Visit Calendar](#) to nearly 1,000 high schools and their guidance counselors and administrators every month, August – June. This information can then be posted in the school, printed in the school newspaper, distributed to the parents, and linked to the high school internal website. In addition, every month throughout the year we send the *Michigan College Tour Campus Visit Calendar* and other informative college search articles to major and local state media outlets to include in their print and on-line news sources.

Your college or university gains daily exposure to thousands of prospective students throughout the State of Michigan by having your information posted on our site.

### **What does the Basic Listing include?**

Your school's campus visit/open house schedule will be posted to the [Michigan College Tour](#) website within 48 hours of our receipt. If your schedule is received by Friday, July 24, 2009 your schedule is guaranteed to be included in the August edition of the *Michigan College Tour Campus Visit Calendar* delivered to Michigan high schools and news media.

### **What does it cost to list our school on the Michigan College Tour website?**

The annual fee for our Basic Listing is **FREE** and covers the 2009/2010 school year of August through June.

### **What if we add more visit dates or our schedule changes?**

Additions, deletions, or changes to your campus visit schedule are not a problem. We will gladly make any of these changes free of charge.

### **Can we add any other information to the Michigan College Tour website?**

We offer a Premium Listing package which includes the above-mentioned Basic Listing features on our website and in our calendar. In addition, we add links to your school's web pages for the following categories; Admissions, Financial Aid, Academics, Housing, Campus, Athletics, Performing Arts and Student Activities. This allows our web visitors to quickly access your school's website without spending much time or effort searching for this pertinent information. We are also happy to provide you with a personalized quote for any additional customization such as banner ads, logos, e-mail links, photos, etc.

[Sample Basic Listing](#)

[Sample Premium Listing](#)