

FREQUENTLY ASKED QUESTIONS

NEXTGRAD® INTEGRATES GLACIER

Creates one brand, one vision, one voice for
North America's largest high school media network.

Who is NextGrad?

NextGrad is the only media network for higher education and post-secondary marketers located inside high schools across the United States and Canada. NextGrad is the high school opportunity network, reaching students 3.5 times every day for 8 hours a day, 9 months a year – when and where students are making critical decisions about their future. NextGrad's mission is to help high school students decide what's next, by discovering opportunities to advance and succeed.

Why did NextGrad acquire Glacier, and what happens next?

In March 2023, NextGrad acquired 100% of Calgary, Alberta-based Glacier, a leading higher-education media network and marketing agency in Canada, and an expert in advertising post-secondary opportunities to Gen Z high school students.

The acquisition extended the reach of NextGrad's high school media network, grew its digital marketing capabilities, built its talent pool, and most important, enhanced its expertise promoting higher-education programs to Gen Z high school students. The combination creates an exceptional growth opportunity in North America, making it an opportune time to unify both brands under a single banner – NextGrad.

Why Is One Brand Better than Two?

Transitioning to a single brand allows us to operate under a single name, a single vision, and a single voice, while creating a North American leader in higher education marketing. One brand will build awareness and memorability with partners, increase marketing and management efficiency, sharpen organizational focus, and empower the entire company to super-serve its customers.

When Will the Transition Take Place and for How Long?

We will integrate the Glacier brand throughout 2024, and sunset the Glacier name by the end of the 2024-2025 academic year.

What Will Change? What Does This Mean to Me?

If you're a current Glacier partner, nothing significant should change. Your campaigns will continue to run as planned and over time, you will have the additional opportunity to run information and advertising on our digital media network.

Our new website address will be www.nextgrad.com and you will receive emails with “nextgrad.com” extensions. We will also rebrand some of the tools we currently use to work with you (like invoices and research reports.)

While the Glacier brand name is being integrated into NextGrad, our commitment to partners will not change. Our team, our Calgary office, our mailing address, and our telephone numbers also will not change. During the transition, any emails sent to Glacier will be automatically forwarded to NextGrad.

Will NextGrad move its office from Canada?

NextGrad is committed to Canada and our Canadian high school and higher education partners. We have no plans to move or close our Calgary office.

How Can I Get NextGrad Tools, Logos, and Other Brand Assets?

We will launch a password-protected partner portal on our new website, where you will be able to download the tools, logos, or brand assets you may need. In the meantime, please speak to your NextGrad contact and they will be happy to send you whatever you require.

How Can I Learn More About this Change?

If you are a high school partner and want to learn more about our brand integration, please contact our VP of High School Partnerships, Melissa Miller Kincart, at melissa@nextgrad.com.

If you are a post-secondary marketer or admissions professional and want to learn more about our brand integration, please contact our VP of College Partnerships, Ryan Barbauld, at ryan@nextgrad.com.

NextGrad’s CEO would love to hear from you! If you have additional questions or concerns, please contact Michael Margolies directly, anytime, at +1 605-228-8536 or email him at michael@nextgrad.com.