

For immediate release

NEXTGRAD® INTEGRATES GLACIER

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

Salt Lake City, Utah, June 1, 2024. **NextGrad®**, North America's largest high school media network, announced today the brand integration of Glacier, a leading higher-education media network and marketing agency headquartered in Calgary, Canada and an expert in advertising post-secondary opportunities to Gen Z high school students.

The brand integration allows NextGrad to extend its reach by creating the largest media network for higher education programs and post-secondary opportunities inside high schools across the United States and Canada. It also grows NextGrad's digital and programmatic capabilities, builds its talent pool, and enhances its post-secondary marketing competencies.

NextGrad's mission is to help high school students decide what's next after graduation, by discovering higher education and post-secondary opportunities to advance and succeed. NextGrad has become "higher-ed central" in North American high schools, engaging over 1.1 million students in more than 1,000 American and Canadian high schools in over 75 markets.

With Glacier now fully integrated, NextGrad reaches American and Canadian students 3.5 times every day for 8 hours a day, 9 months a year, delivering over 105 million monthly and 1.2 billion annual impressions. NextGrad's highly visible posters and digital screens are available for free to every high school. The company also donates an academic scholarship to a deserving student every year in every high school that is part of its network.

NextGrad will sunset the Glacier name during 2024. For more information about the combination, please refer to these [Frequently Asked Questions](#).