Harness the Power of the Community College Market to Build Your Business!
Harness the Power of the Community College Market to Build Your Business!

The American Association of Community Colleges is the leading voice of the nation’s community, junior and technical colleges — the largest and fastest growing sector of higher education. AACC’s members make the buying decisions for their institutions!

- AACC serves 90% of America’s community colleges, nearly 1,200 institutions
- Community college students represent almost half (46%) of all US undergraduate students — 11.7 million
- 6.7 million degree seeking students
- 5 million non-credit students (continuing education, certifications, etc.)
- Wide-ranging community college curricula prepare in-demand professionals and technicians. These include business management and marketing, health sciences, computer and information technology, engineering technologies, security, mechanic and repair technology, education, and skilled trades.

Building a Nation of Learners by Advancing America’s Community Colleges

The American Association of Community Colleges is the national voice for the nation’s community, junior and technical colleges — the largest and fastest growing sector of higher education. AACC’s membership comprises 1,177 institutional members serving over 11 million students. AACC’s national and international associate members comprise higher education associations, government agencies, and corporate program participants.

AACC promotes the cause of its members through five strategic action areas:

- Recognition and advocacy for community colleges
- Student access, learning and success
- Community college leadership development
- Economic and workforce development
- Global and intercultural education
Table of Contents

INTEGRATED MARKETING
An integrated use of AACC’s in print, online and in person .................. 2
opportunities offer multiple touch points with community college
decisionmakers and leads to measureable ROI!

AACC IN PRINT:

Community College Journal ......................................................... 4
Use the power of print to introduce a product, establish a brand and
drive traffic to your website. Community College Journal is the first
publication that community college leaders turn to for information and
inspiration. Make it the cornerstone of your integrated marketing plan.

Annual Convention Times .......................................................... 11
Distributed to close to 2,000 attendees at the AACC Annual
Convention, the largest gathering of its kind. Your ad in the Annual
Convention Times efficiently drives buyers to your exhibit booth and to
your Website.

Annual Convention Program ......................................................... 11
Attendees repeatedly refer to the Annual Convention Program for daily
schedules and information about educational sessions, roundtables,
Innovation Theatre, social events, and the exhibit hall. Remind them to
visit your booth with an ad.

Annual Convention Exhibit Hall Guide ......................................... 11
The Exhibit Hall Guide is the roadmap attendees use to navigate
the exhibit hall floor and plan which exhibitors they will meet with.
Support your presence at the show with an ad.

AACC ONLINE:

Community College Times ............................................................ 8
This is the place where community college leaders go for daily and
breaking news, information, and job listings. What they want, when
they want it — 24/7/365.

Community College Journal Digital Version .................................. 9
When on-the-go community college leaders take Community College
Journal along, links in your ad take them right to your site. High
visibility specialty units make the biggest impact.

AACC Letter .................................................................................. 9
Premiering in 2010, this weekly e-newsletter pushed out to community
college CEOs and upper-level administrators, is packed with
information about AACC advocacy, events, grants, and news from
higher education.

AACC IN PERSON:

AACC’s 90th Annual Convention .................................................... 10
Seattle, April 17-20, 2010 • “Meeting the Challenge”
Meet and market to buyers from America’s community colleges.
Exhibit! Sponsor! Sell!
**Integrated Marketing**

**Community college leaders are your market. Reach them efficiently and effectively with an integrated marketing strategy: in print, online and in person.**

AACC provides community college leaders with access to news and information that they want, when they want it and how they want it — 24/7/365. Each medium plays a special role in delivering content and each offers marketers a unique way to engage, inform and sell.

Reach the greatest number of buyers with a cross-platform strategy.

Because each buyer arrives with built-in media preferences, i.e., each chooses where they will go for information — print publications, online information, and/or in person events — effective marketing campaigns include all of these touch points to maximize reach and effectiveness.

Reach buyers no matter where they are on the purchasing path.

A buyer’s decision to purchase a product typically does not happen the first moment they hear about it or see it. It is the result of awareness, understanding and trust that builds over time. As you plan your marketing strategy, consider the way community college buyers move along the purchasing path from general interest to writing the check. Reach these buyers wherever they are in their process with a fully integrated plan.

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**THE CASE FOR A CROSS-PLATFORM STRATEGY**

Integrated marketing plans lead to a significantly better return on investment (ROI). In fact, an integrated marketing solution will outperform a non-integrated approach by as much as 800%.

(SOURCE: US FORRESTER RESEARCH, 2008)

91% of B2B decision-makers agree: “It’s easy for me to recognize or remember a company’s brand or products when I see messages about it in multiple media such as magazines, online or at events.”

(SOURCE: US FORRESTER RESEARCH, 2008)

In a study of convention attendees with the authority to recommend and/or purchase products/services for their organizations, 82% said they are likely to buy if they have seen a company’s advertisement or website prior to an event.

(SOURCE: EXHIBIT SURVEYS INC., 2008)
## COMMUNITY COLLEGE BUYER’S PURCHASING PATH

<table>
<thead>
<tr>
<th>Buyer's Disposition</th>
<th>Marketer Seeks to ...</th>
<th>Best Vehicles to Use</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Seeks general knowledge about a product/service</strong></td>
<td>› Introduce product/service</td>
<td>› Community College Journal</td>
</tr>
<tr>
<td></td>
<td>› Raise awareness of product/service</td>
<td>› AACC Annual Convention Times</td>
</tr>
<tr>
<td></td>
<td>› Explain the benefits of product/service</td>
<td>› Community College Times: banner ad</td>
</tr>
<tr>
<td></td>
<td>› Differentiate product/service from competition</td>
<td>› AACC’s Annual Convention</td>
</tr>
<tr>
<td></td>
<td>› Build brand image</td>
<td></td>
</tr>
<tr>
<td><strong>Closer to buying decision, seeks specific information, wants to compare one product/service to others</strong></td>
<td>› Explain the benefits of product/service</td>
<td>› Community College Times: contextual ad; sponsored content: product demos, white papers, reports, case studies; text ad</td>
</tr>
<tr>
<td></td>
<td>› Differentiate product/service from competition</td>
<td>› AACC’s Annual Convention</td>
</tr>
<tr>
<td></td>
<td>› Take and maintain category leadership</td>
<td></td>
</tr>
<tr>
<td><strong>Ready to buy</strong></td>
<td>› Provide information on how/where to buy</td>
<td>› Community College Journal: ad with call to action</td>
</tr>
<tr>
<td></td>
<td>› Close the sale</td>
<td>› Community College Times: Banner ad; contextual ad or sponsored content with link to order form or email address of sales department</td>
</tr>
<tr>
<td></td>
<td></td>
<td>› AACC’s Annual Convention</td>
</tr>
<tr>
<td><strong>Using product/service</strong></td>
<td>› Provide technical and customer service support</td>
<td>› Community College Journal</td>
</tr>
<tr>
<td></td>
<td>› Promote viral marketing via satisfied buyer</td>
<td>› Community College Times: Product demo, white paper, report, case study, user’s guide) Banner ad, contextual ad or sponsored content with link to order form or email address of sales department</td>
</tr>
<tr>
<td></td>
<td></td>
<td>› AACC’s Annual Convention</td>
</tr>
</tbody>
</table>
Reach decisionmakers at America’s community colleges!

Community College Journal is the single most important publication for leaders of community colleges. They turn to it for information and insight to stay current on issues, trends, and opinions and for guidance on how to do their jobs better. It’s a fact: 9 out of 10 readers say Community College Journal helps them solve their work-related problems.  

**FREQUENCY:** Bi-monthly

**CIRCULATION:** 11,500

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**THE POWER OF PRINT**

More than 85% of business executives rely on business-to-business media for information—more than any other media source—for the influence or support of purchasing decisions.  

(Source: The Yankelovich Harris Study, 2008)

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Advertise in Community College Journal to...

**Position the reader to be receptive to doing business with you**

- Introduce product/service
- Raise awareness of product/service
- Explain the benefits of product/service
- Differentiate product/service from competition
- Take and maintain category leadership

**Encourage the reader to take action**

- Drive traffic to your website
- Provide information on how/where to buy
- Present an offer, ask for their business, close the sale

**Keep customers happy, get referrals**

- Provide technical and customer service support
- Send customers to social media outlets to blog and tweet about your product/service

**Take and maintain category leadership**

- Build your brand image
- Keep your company and its products/services top of mind
- Show community college leaders that you support them by supporting AACC
Readers with Titles to Impress
- Presidents & CEOs
- Business Affairs Officers
- Chief Technology Officers
- Public Information Officers
- Academic Affairs Officers
- Student Services Administrators

Loyal and Engaged Readers
Publications read on a regular basis (at least 3 out of every 4 issues)
- Community College Journal: 74%
- Community College Week: 63%
- Journal of Higher Education: 38%
- Inside Higher Education: 21%
- EDUCAUSE Review: 17%
- Education Week: 15%
- American School & University: 12%
- School Business Affairs: 5%

Readers with Purchasing Power
- Took action as a result of reading: 91%
- Have operating budget of $20+ million: 60%

Campus Settings
- Single Campus College: 42%
- Main Campus of a Multi-campus College: 34%
- District Office/Multi-campus District, Board Members, Government, Consultants, and others: 3%
- College of a Multi-college District: 5%
- 2-Year Campus of a University/ Separate Accreditation: 8%
- Campus of a Multi-campus System: 8%

Community College Journal Digital Version
When on-the-go community college leaders use the digital version of Community College Journal, free links in your ad take them directly to your Website. Turbo-charge your visibility with specialty ad units available only in the digital version. See Page __ for details!

COMMUNITY COLLEGE JOURNAL
EDITORIAL CALENDAR
ISSUANCE & CLOSING DATES

December/January
COVER STORY: The Evolving Workplace
FEATURES:
- Business Intelligence, Website Strategies
AD SALES CLOSE: Nov. 17
MATERIALS DUE: Nov. 25
BONUS DISTRIBUTION: AACC/ACCT National Legislative Summit

February/March
COVER STORY: Advocacy & Fundraising
FEATURES:
- Alumni Spotlight, Recruitment/Retention Strategies, Tracking Student Outcomes/Transfer
AD SALES CLOSE: Jan. 4
MATERIALS DUE: Jan. 11

April/May
ANNUAL CONVENTION ISSUE: Meeting The Challenge
FEATURES:
- Fiscal Planning, Health Care Workforce/Federal Initiatives, Building Accountability Framework
AD SALES CLOSE: March 1
MATERIALS DUE: March 8
BONUS DISTRIBUTION: 90th Annual Convention, Seattle NISOD

June/July
COVER STORY: Strategic Planning
FEATURE:
- Campus Safety and Security, Continuing Education/Certificate Programs, The Changing Leader Profile
AD SALES CLOSE: May 3
MATERIALS DUE: May 10

August/September
COVER STORY: Communications Strategies
FEATURE:
- Digital and Social Media Strategies, Virtual Education, Hybrid Classroom
AD SALES CLOSE: July 6
MATERIALS DUE: July 13

October/November
COVER STORY: The Green Campus
FEATURE:
- Facility Management, Campus Architecture
AD SALES CLOSE: Sept. 7
MATERIALS DUE: Sept. 14
BONUS DISTRIBUTION: National Science Foundation’s Advanced Technological Education Principal Investigators Conference

December/January
WORKFORCE
COVER STORY:
- Outsourcing Pros and Cons, IT Efficiencies/Strategies Initiatives
AD SALES CLOSE: Nov. 1
MATERIALS DUE: Nov. 8
BONUS DISTRIBUTION: AACC/ACCT National Legislative Summit

For AACC In Print opportunities associated with the AACC Annual Convention, please refer to page 11.
## 2010 Display Advertising Rates

**Effective January 1, 2010**

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<td>$4,960</td>
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<td>$3,500</td>
<td>$3,305</td>
<td>$3,170</td>
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<td>$3,270</td>
<td>$3,100</td>
<td>$2,985</td>
<td>$2,900</td>
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<td>$2,515</td>
<td>$2,430</td>
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<tr>
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<td>$2,345</td>
<td>$2,255</td>
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<tr>
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<td>$2,035</td>
<td>$1,970</td>
<td>$1,925</td>
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<td>$3,625</td>
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<td>$2,985</td>
<td>$2,845</td>
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<td>$2,920</td>
<td>$2,725</td>
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<td>$1,935</td>
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<td>$1,765</td>
<td>$1,675</td>
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<td>$2,895</td>
<td>$2,755</td>
<td>$2,580</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,480</td>
<td>$2,255</td>
<td>$2,110</td>
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</tr>
<tr>
<td>1/2 Island</td>
<td>$2,190</td>
<td>$1,990</td>
<td>$1,860</td>
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<tr>
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<td>$1,955</td>
<td>$1,785</td>
<td>$1,670</td>
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<td>$1,320</td>
<td>$1,200</td>
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<td>$1,030</td>
<td>$945</td>
<td>$875</td>
<td>$840</td>
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<tr>
<td>1/6 Page</td>
<td>$720</td>
<td>$655</td>
<td>$610</td>
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## Mechanical Specifications

**Display Advertising**

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<tr>
<td>Spread (non-bleed)</td>
<td>14.66&quot;</td>
<td>9.75&quot;</td>
</tr>
<tr>
<td>Full-page (non-bleed)</td>
<td>7.33&quot;</td>
<td>9.75&quot;</td>
</tr>
<tr>
<td>Full-page (bleed)</td>
<td>8.875&quot;</td>
<td>11.375&quot;</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4.83&quot;</td>
<td>9.75&quot;</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4.83&quot;</td>
<td>7.16&quot;</td>
</tr>
<tr>
<td>1/2 page</td>
<td>4.83&quot;</td>
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<td>1/3 page</td>
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<td>9.75&quot;</td>
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<tr>
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<td>2.33&quot;</td>
<td>9.75&quot;</td>
</tr>
<tr>
<td>1/6 page</td>
<td>2.33&quot;</td>
<td>9.75&quot;</td>
</tr>
</tbody>
</table>

## AACC Advertising Sales

Eric Peterson, National Sales Manager
The Townsend Group, Inc.
7315 Wisconsin Avenue, Suite West 750
Bethesda, MD 20814
Phone: 301-215-6710 x116
Fax: 301-215-7704
aacc@townsend-group.com
Production Requirements for Display Advertising

**PRINTING:** Web press.

**BINDING:** Saddle-stitched.

**TRIM SIZE:** 8.375” x 10.875”
Keep live matter at least .375” from final trim.

**BLEED:** No additional charge for bleeds.

**MATERIALS SPECIFICATIONS:**
For optimum reproduction quality, your materials should be sent according to the following specifications. Contact Townsend Group if you have questions or concerns regarding specs.

- Art files, layout files and all fonts need to be provided on a Mac-formatted Zip, Jaz, CD or DVD with a color proof (PC files can be accommodated.)
- Art should be at least 300 dpi at the desired print size and originate in Adobe Photoshop or Adobe Illustrator. Layouts should be in QuarkXpress or Adobe InDesign.
- High-resolution press-ready PDF’s or native files required. PDF’s must have fonts embedded or outlined.
- Use Type 1 Adobe fonts. True Type fonts cannot be used.
- All colors should be CMYK. Without a color proof, the publisher cannot be held responsible for the outcome of the color.
- Screens: 133 line screen preferred, up to 150 line screen accepted.
- Optimum density is 280.
- One hard copy proof is required. Publisher cannot be held responsible for the outcome of ad if proof is not provided or the outcome color if a color accurate proof is not provided for color ads.
- Unacceptable programs include, but are not limited to, Corel Draw, Microsoft Publisher, Microsoft Word, Power Point, Freehand and Adobe PageMaker. If you are currently using one of the above mentioned programs, try to export a hi-res PDF or EPS file with outlined fonts.

For AACC contract conditions and general advertising information, please see page 13.

Advertising Upload Instructions

Step 1: Name the file the advertiser’s name.
Step 2: Go to http://tmgftp.com
Step 3: Type in the following:
   - username: aacc_ads
   - password: aacc32
Step 4: Follow the instructions to upload file(s).
Step 5: Send an email to aacc@townsend-group.com
   Signifying that the file has been uploaded. Subject line should specify publication and advertiser name.
Step 6: Send a printed, hard copy, color proof to the following address. Publisher cannot guarantee color without a supplied color accurate proof.

**TMG**
Attn: Anita Handy
1707 L Street NW, 3rd Floor
Washington, DC 20036
Phone: (202) 331-7700
News community college leaders want, when they want it! 

From legislative news that impacts policy-making and thought-leader commentary that stimulate conversations with colleagues to industry information and trends, *Community College Times* is packed with daily and breaking news, information, career advice, and job listings. With more than 300,000 impressions each month, it delivers efficiency, affordability, and continuous access.

**FREQUENCIES:** 24/7/365  
**IMPRESSIONS:** 300,000+ per month

**InFocus Editorial Calendar**  
Each month *Community College Times* features focused content to provide insight, advice, and real life solutions to problems facing campuses across the country. Align your company with this thought-leadership content with an exclusive sponsorship.

**Exclusive Sponsorship Rate:** $1,250/month

**ADVERTISING RATES:**  
**Leader Board Banner (728x90 pixels):** $1,250/month  
**Vertical Banner (120 x 240 pixels):** $1,000/month  
**Sponsored Links — webinars, videos, demos:** $500/month

**DEADLINES**  
[to come]

**AACC Advertising Sales**  
Eric Peterson, National Sales Manager  
The Townsend Group, Inc.  
7315 Wisconsin Avenue, Suite West 750  
Bethesda, MD 20814  
Phone: 301-215-6710 x116  
Fax: 301-215-7704  
aacc@townsend-group.com
Careerline

Community College Times’ robust recruitment section targets community college job-seekers. For a low out-of-pocket cost, place an ad in the Jobs section of the Times Web site and reach instructors, CEOs, deans, executive directors, and academic officers quickly. Visit www.communitycollegetimes.com and click on “Post Job.”

Community College Journal

Digital Version

**FREQUENCY:** 24/7/365
**READERSHIP (EST.):** 1,500
**CIRCULATION:** 10,000

When on-the-go community college leaders take the digital version of Community College Journal along, free links in your ad take them directly to your website. Turbo-charge your visibility with specialty ad units available only in the digital version. These specialty units are limited, so reserve yours early.

**DIGITAL COMMUNITY COLLEGE JOURNAL ADVERTISING OPPORTUNITIES**

In 2010, AACC will start producing a digital version of the Community College Journal in addition to the print. All print ads will appear in the digital version of the Journal, with a free link if a web address or email address is featured in the ad copy. Enhance your ad with the following:

- **Blow-in Ad** $500
- **Belly Band** $750
- **E-mail notification sponsorship** $1,995
- **Navigation Bar Sponsorship** $1,500

**ADVERTISING RATES:**

- **Left of Cover** $1,500 per issue
- **Skyscraper Banner** $1,000 per issue

- [more options to come]

**DEADLINES:**

See print Journal deadlines

AACC Online

**BE SHOWCASED IN NEWS THEY CAN USE**

Business-to-business websites rate high for being “primary sources of research” and providing “access to the latest information.”

*(SOURCE: THE YANKELovich HARRIS STUDY, 2008)*

**COMING IN 2010**

**AACC Weekly eNewsletter**

**FREQUENCY:** 52x
**CIRCULATION:** 2,000 community college leaders

This weekly e-newsletter, pushed out to 2,000 community college leaders, is packed with information about AACC’s events, activities, and advocacy efforts.

**EXCLUSIVE SPONSORSHIP RATE:**

Sponsor Button (180x150 pixels): $2,000/month

**Advertise with AACC Online to...**

*Build receptivity among online readers*
- Introduce product/service
- Build awareness
- Align ad with web content to target key segments

*Engage the reader*
- Link ad to product/service benefits
- Share product demos, white papers, reports, case studies, videos

*Encourage action*
- Provide information on how/where to buy
- Present an offer, ask for their business, close the sale

*Keep customers happy, get referrals*
- Provide a link to technical and customer service support
- Send customers to social media outlets to blog and tweet about your product/service

*Optimize relationship management*
- Provide purchasing directions
- Provide link to technical/customer support
- Provide updates, enhancements
Exhibit at AACC’s 90th Annual Convention
Meet with current customers and meet new prospects

WHERE: Seattle, Washington
WHEN: April 17-20, 2010
EXPECTED ATTENDANCE: 2,000+

AACC’s Annual Convention is the single most important in-person event for exhibitors and sponsors who target community college decision-makers. It is one of the largest and most dynamic gatherings of educational leaders, attracting presidents and senior administrators from America’s community colleges.

The convention schedule is packed with professional development programming and unprecedented opportunities for attendees to network with colleagues and to meet with exhibitors and sponsors. Maximize awareness of your products/services and gain a competitive advantage by exhibiting, becoming a sponsor, and advertising in the official convention publications.

Each 10x10 booth includes pipe and drape, an identification sign, 24-hour security, a free listing in the Annual Convention Exhibit Hall Guide, a standard listing in the AACC Virtual Convention, two complimentary annual convention registrations, and unlimited use of the attendee mailing list for post-convention marketing.

EXHIBIT BOOTH FEE

<table>
<thead>
<tr>
<th>Category</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-member</td>
<td>$2,345/booth</td>
</tr>
<tr>
<td>AACC Corporate Program Participant</td>
<td>$1,640/booth</td>
</tr>
<tr>
<td>AACC Member</td>
<td>$1,495/booth</td>
</tr>
</tbody>
</table>

Become an exhibitor and sponsor to...

Build receptivity for your company
- Increase awareness of your company and its products/services
- Introduce new products/services
- Conduct face-to-face meetings
- Expand your customer base

Establish your position as an industry leader
- Differentiate product/service from competition
- Align your company and its products/services with AACC’s top event

AACC Advertising Sales
Eric Peterson, National Sales Manager
The Townsend Group, Inc.
7315 Wisconsin Avenue, Suite West 750
Bethesda, MD 20814
Phone: 301-215-6710 x116
Fax: 301-215-7704
aacc@townsend-group.com
Advertise in Official Annual Convention Publications

Drive traffic to your booth and maximize your opportunities to engage, inform, and sell to community college customers by advertising in the official AACC Annual Convention publications.

Annual Convention Program

The Annual Convention Program provides the full convention schedule and information about educational sessions, Innovation Theatre, roundtables, and other educational and social events. Drive traffic to your exhibit booth with an ad in the resource that attendees will read and refer to all four days of the conference.

ANNUAL CONVENTION PROGRAM ADVERTISING RATES:

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Cover 4 full color:</td>
<td>$10,000</td>
</tr>
<tr>
<td>Covers 2, 3 full color:</td>
<td>$7,500</td>
</tr>
<tr>
<td>Full page b/w:</td>
<td>$2,600</td>
</tr>
<tr>
<td>Half-page b/w:</td>
<td>$1,600</td>
</tr>
</tbody>
</table>

Annual Convention Exhibit Hall Guide

The Exhibit Hall Guide is the roadmap that attendees use to navigate the exhibit hall. Spiral bound, this handy directory features everything the attendee needs to plan which exhibitors they'll visit and how to find them. Make sure you support your listing with an ad that gives attendees a reason to visit your booth and learn more about what you have to offer.

ANNUAL CONVENTION EXHIBIT HALL GUIDE ADVERTISING RATES:

<p>| | |</p>
<table>
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<td>$7,500</td>
</tr>
<tr>
<td>Full page b/w:</td>
<td>$2,600 or Free with ad in Convention Program</td>
</tr>
<tr>
<td>Half-page b/w:</td>
<td>$1,600 or Free with ad in Convention Program</td>
</tr>
</tbody>
</table>

Annual Convention Times

This tabloid newspaper highlights the latest news and information about what's happening at the AACC Annual Convention and will be given to every registered attendee on site in Seattle. Sure to be read from cover-to-cover, your ad in the Annual Convention Times is a sure way to distinguish your product/service from your competitors.

AACC ANNUAL CONVENTION TIMES ADVERTISING RATES:

<table>
<thead>
<tr>
<th>Size</th>
<th>B/W</th>
<th>4-Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabloid Full Page</td>
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<tr>
<td>Junior Page</td>
<td>$1,655</td>
<td>2,695</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,400</td>
<td>$2,125</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,075</td>
<td>$1,955</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$990</td>
<td>$1,240</td>
</tr>
</tbody>
</table>
**Sponsor**

Convention and other conference event sponsorships are one of many complimentary benefits available to AACC’s Corporate Partner Program. For general information, visit www.aacc.nche.edu and review **PARTNER WITH AACC** on the **ABOUT AACC** tab or contact Carolina Zumáran-Jones at czjones@aacc.nche.edu or 202-728-0200 x 270.

**AACC Corporate Program**

Convention and other conference event sponsorships are one of many complimentary benefits available to AACC’s Corporate Partner Program. For general information, visit www.aacc.nche.edu/Corporate.

**Contact:**
Carolina Zumaran-Jones  
Phone: 202-728-0200 x 270  
Email: czjones@aacc.nche.edu

**Other AACC Annual Events**

- Workforce Development Institute  
- Washington Institute  
- Future Leaders Institutes  
- Presidents Academy Summer Institute

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**Contacts**

**Advertising, Exhibit, and Sponsorship Sales**

**The Townsend Group, Inc.**
7315 Wisconsin Avenue, Suite West 750  
Bethesda, Maryland 20814  
Phone: 301-215-6710  
Fax: 301-215-7704

**Community College Journal Editorial**

**Norma Kent, Vice President of Communications**
American Association of Community Colleges  
Phone: 202-728-0200 x209  
Email: nkent@aacc.nche.edu

**Community College Times Editorial**

**Matthew Dembicki, Editor**
American Association of Community Colleges  
Phone: 202-728-0200 x206  
Email: mdembicki@aacc.nche.edu

**Corporate Partner Program**

**Carolina Zumaran-Jones**
American Association of Community Colleges  
Phone: 202-728-0200 x270  
Email: czjones@aacc.nche.edu
General Information

AACC Contract Conditions

1. It is assumed that advertisers have read this rate card and agree to its conditions without any further contract or notice.

2. AACC endorses equal employment opportunity practices and accepts only ads that are not discriminatory on the basis of race, color, sex, religion, age, national origin, sexual orientation, or physical handicap. The acceptability of an ad for publication will be based upon legal, social, professional, and ethical considerations and must be in keeping with the professional policies of the American Association of Community Colleges.

3. AACC reserves the right to refuse, reject, or cancel any ad for any reason at any time without liability, even though previously acknowledged or accepted. Acceptance of an ad does not imply AACC’s endorsement of the product or service advertised. AACC is not responsible for any claims made in an ad.

4. All camera-ready copy, artwork, photographs, and negatives received will be stored for one year and then destroyed unless otherwise specified by the advertisers. AACC assumes no responsibility for lost or damaged art.

5. Advertisers and advertising agencies assume responsibility for all contents of advertisements printed and each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisements including:
   - the names, portraits and/or pictures of living persons
   - any copyrighted material
   - any testimonials contained in any advertisements submitted to and published by AACC advertiser and agency will also indemnify and save harmless AACC, as publisher, against all loss, liability, damage and expense of any nature arising out of the copying, printing, or publishing of its advertisement including without limitation reasonable attorneys fees resulting from claims or suits for libel violation of rights or privacy, plagiarism, copyright, and trademark infringement.

6. Position specifications stipulated on insertion orders will be treated as a request only and will not be binding on the publication.

General Advertising Information

MULTIPLE PUBLICATION DISCOUNT

Community College Journal and Community College Times advertisements can be run in combination to earn frequency discount levels. Call your sales representative for more information.

POSTCARDS AND INSERTS

Bind-in reply cards and inserts are accepted. Advertiser must also run a display ad. Advertisers must submit a sample to the publisher 45 days prior to publication to ensure that the card or insert meets specifications. Inserts must be supplied by the advertiser on no less than 60# and no more than 100# text stock, printed and ready for binding. Consult advertising sales representative about charges, availability, production specifications, and quantity.

RATE ACCOUNTING

Terms: 10 days from date of invoice.
Frequency Discounts: Frequency discounts are based upon the number of insertions within a 12-month period. Additional space justify lower rates will be deducted from final billing.
Short Rates: Advertising will be short-rated if, within a 12-month period from the date of the first insertion, advertisers do not use the amount of space upon which their billings have been based.
Rebates: Advertising will be rebated if, within a 12-month period from the date of the first insertion, advertisers have used sufficient additional space to warrant a lower rate. Rebate will be taken from the final billing.

CANCELLATIONS

A contract (except for covers and preferred and specified positions or incentive plan) may be cancelled on 30 days’ written notice and the rate will be adjusted to reflect the actual number of insertions. No cancellations will be accepted after the closing date. If new copy is not received by the deadline copy from the previous issues will be repeated. Failure to provide written cancellation by the deadline will result in the advertiser being invoiced for the full cost of the insertion. Orders for special placements cannot be rescinded.

COMMISSIONS AND CONDITIONS

Agency Discounts: Recognized advertising agencies are entitled to a 15% discount on charges for space, color, and position. Discounts are given only if the invoice is paid within 45 days. In the event of nonpayment, the publisher reserves the right to hold the advertiser and the advertiser’s agency jointly and severally liable for such monies as are due and payable. No cash discounts.
Nonprofit Rate: A 15% discount will be given to nonprofit organization, if so specified, on space rate. Where nonprofit discount applies, agency commission will not apply.
Copy, Contract Regulations: Liability for content of ads (text, representation, and illustration) is assumed by advertisers and advertising agencies for any claims arising therefrom against the publisher.
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