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

- AACC serves over 90% of America’s community colleges, more than 1,100 institutions.
- Community college students represent almost half (44%) of all U.S. undergraduate students — 13 million.
  - 8 million degree-seeking students
  - 5 million noncredit 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, education, skilled trades, and more.

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

AACC 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 1,132 institutional members serving 13 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
**Integrated Marketing**

4 An integrated use of AACC’s in-print, online and in-person opportunities offers multiple touch points with community college decision makers and leads to measurable ROI.

**AACC In Print**

6 *Community College Journal*

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.

10 *Annual Convention Program and Exhibit Hall Guide*

Attendees repeatedly refer to the *Annual Convention Program and Exhibit Hall Guide* for daily schedules and information about educational sessions, roundtables, innovations theatre, social events and the exhibit hall. The Exhibit Hall Guide section of the book is the roadmap attendees use to navigate the exhibit hall floor and plan which exhibitors they will meet. Enhance your presence at the show with an ad.

**AACC Online**

11 *Community College Times*

This is the source community college leaders use every day for breaking news, information, and job listings. What they want, when they want it — 24/7/365.

13 *Community College Journal Digital Edition*

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 In Person**

14 AACC’s 93rd Annual Convention

San Francisco, April 20–23, 2013

“Bridging to Excellence: Reimagining the Community College.” Meet and market to decision-makers from America’s community colleges.

15 *Corporate Program*

Through its Corporate Program, AACC directly links industry leaders to community college decision-makers. The association’s Corporate Program attracts companies that provide solutions to the community college sector. AACC offers businesses the marketing expertise to engage community college leaders and secure greater visibility within our member institutions.

**General Information**

16 Contract Conditions and General Advertising Information
INTEGRATED MARKETING

Reach community college leaders efficiently and effectively with an integrated marketing strategy.

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 – print, online, events – 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 an integrated marketing strategy.

Because buyers arrive with built-in media preferences, that is they each choose where they will go for information — print publications, online information 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.

The decision to purchase a product typically does not happen the first moment buyers 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 purchase. Reach these buyers wherever they are in their process with a fully integrated plan.

THE CASE for an Integrated Marketing STRATEGY

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

Source: U.S. Forrester Research

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: U.S. Forrester Research

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.

Community college leaders are your market.
## Integrated Marketing

### Community College Buyer’s Purchasing Path

<table>
<thead>
<tr>
<th>Buyer’s Disposition</th>
<th>Marketer’s Objective</th>
<th>Best Vehicles to Use</th>
</tr>
</thead>
</table>
| Seeks general knowledge about a product or service | • Introduce product or service  
• Raise awareness of product or service  
• Explain the benefits of product or service  
• Differentiate product or service from competition  
• Build brand image | • Community College Journal  
• Community College Times banner ad  
• AACC’s Annual Convention |
| Closer to buying decision, seeks specific information, wants to compare one product or service to others | • Explain the benefits of product or service  
• Differentiate product or service from competition  
• Take and maintain category leadership | • Community College Times contextual ad; sponsored content: product demos, reports; text ad  
• AACC’s Annual Convention |
| Ready to buy | • Provide information on how or where to buy  
• Close the sale | • Community College Journal ad with call to action  
• Community College Times banner ad, contextual ad or sponsored content with link to order form or e-mail address of sales department  
• AACC’s Annual Convention |
| Using product or service | • Provide technical and customer service support  
• Promote viral marketing via satisfied buyer | • Community College Journal  
• Community College Times product demo, report, user’s guide, banner ad, contextual ad or sponsored content with link to order form or e-mail address of sales department  
• AACC’s Annual Convention |
Nine out of 10 readers say Community College Journal helps them solve their work-related problems.

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.

Frequency: Bimonthly  Circulation: 12,000

- Presidents & CEOs
- Business Affairs Officers
- Chief Technology Officers
- Public Information Officers
- Academic Affairs Officers
- Student Services Administrators

Advertise in Community College Journal to...

- Position the reader to be receptive to doing business with you
  - INTRODUCE product or service
  - RAISE awareness of product or service
  - EXPLAIN the benefits of product or service
  - DIFFERENTIATE product or service from competition
  - TAKE and MAINTAIN category leadership

- Encourage the reader to take action
  - DRIVE traffic to your website
  - PROVIDE information on how and 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 or service

- Take and maintain category leadership
  - BUILD your brand image
  - KEEP your company and its products or services top of mind
  - SHOW community college leaders that you support them by supporting AACC
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%

Community College Journal readers are seasoned professionals.
- President, CEO, other C-suite: 28%
- Senior Management or Other Officer: 65%
- Hold Master’s Degrees: 98%
- Hold PhDs: 63%
- Years Involved with Community Colleges (avg.): 20

From financial and facilities management to leadership development and distance learning, Community College Journal readers are prime decisionmakers.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership Development/Career Assessment</td>
<td>63%</td>
</tr>
<tr>
<td>Student Recruitment/Retention</td>
<td>49%</td>
</tr>
<tr>
<td>Technology Management Services/Information Systems/Software</td>
<td>48%</td>
</tr>
<tr>
<td>Accounting/Financial/Asst Management</td>
<td>46%</td>
</tr>
<tr>
<td>Marketing/Public Information</td>
<td>42%</td>
</tr>
<tr>
<td>Real Estate/Facilities Management/Energy Management/Architecture/Construction/Interior Design</td>
<td>39%</td>
</tr>
<tr>
<td>Tuition/Financial Aid</td>
<td>37%</td>
</tr>
<tr>
<td>Insurance/Risk Management/Safety</td>
<td>35%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>22%</td>
</tr>
<tr>
<td>Campus Bookstore</td>
<td>22%</td>
</tr>
<tr>
<td>Food Service</td>
<td>20%</td>
</tr>
</tbody>
</table>

Employee size at AACC member institutions.

- 1-150: 10%
- 151-500: 40%
- 500-750: 25%
- 750+: 25%

AACC IN PRINT
COMMUNITY COLLEGE JOURNAL

From financial and facilities management to leadership development and distance learning, Community College Journal readers are prime decisionmakers.

Leadership Development/Career Assessment: 63%
Student Recruitment/Retention: 49%
Technology Management Services/Information Systems/Software: 48%
Accounting/Financial/Asst Management: 46%
Marketing/Public Information: 42%
Real Estate/Facilities Management/Energy Management/Architecture/Construction/Interior Design: 39%
Tuition/Financial Aid: 37%
Insurance/Risk Management/Safety: 35%
Fundraising: 22%
Campus Bookstore: 22%
Food Service: 20%

Employee size at AACC member institutions.

- 1-150: 10%
- 151-500: 40%
- 500-750: 25%
- 750+: 25%

AACC produces a digital version of the Community College Journal in addition to the print for community college leaders on-the-go. Turbocharge your visibility with specialty ad units available only in the digital version. These specialty units are limited, so reserve yours early. See page 13 for details.
COMMUNITY COLLEGE JOURNAL

EDITORIAL CALENDAR

February/March
COVER STORY: State-Level Advocacy and Strategies to Increase State Support
AD CLOSE: Jan. 9
AD MATERIALS DUE: Jan. 24
FEATURES: Successful Fundraising and Advocacy Efforts; The Quest for Political Support; 2013 Legislative Update; Grass Roots Media
BONUS DISTRIBUTION: ACCT College National Legislative Summit

March
AD MATERIALS DUE: March 6
FEATURES: Doubling the Number of College Graduates by 2020; One Year After AACC’s Landmark Reclaiming the American Dream Report; Successful College and Business Partnerships; Replacing 75 Percent of College Leaders Who Plan to Retire in the Next 10 Years
BONUS DISTRIBUTION: 93rd Annual AACC Convention

April/May
COVER STORY: Annual Convention Issue/ Bridging to Excellence: Reimagining the Community College
AD CLOSE: March 20
AD MATERIALS DUE: March 20
FEATURES: Creating Effective Social Media Campaigns; How to Serve Military Students; Exporting the Community College Model Abroad

May
AD MATERIALS DUE: May 1
FEATURES: Partnerships Between K-12 Schools, Community Colleges and Four-Year Colleges and Universities; Pros and Cons of Differential Tuition; Technological Advancements in Higher Education Teaching and Management; Closing the Funding Gap

June/July
COVER STORY: K-12 and Higher Education Partnerships
AD CLOSE: May 15
AD MATERIALS DUE: May 15
FEATURES: Career and Support Services to Returning Military Veterans; 10 Up-and-Coming Community College Leaders; Online Learning Stretches Capacity to Serve Military Students; Exporting the Community College Model Abroad

August/September
COVER STORY: Serving the Military Student
AD CLOSE: July 3
AD MATERIALS DUE: July 18
FEATURES: Career and Support Services to Returning Military Veterans; 10 Up-and-Coming Community College Leaders; Online Learning Stretches Capacity to Serve Military Students; Exporting the Community College Model Abroad

October/November
COVER STORY: Health Care: A Rapidly Changing Landscape
AD CLOSE: Sept. 4
AD MATERIALS DUE: Sept. 18
FEATURES: Best of Show Websites; How to Create Effective Social Media Campaigns; TBD
BONUS DISTRIBUTION: NSF ATE Principal Investigator’s Conference

December/January 2014
COVER STORY: Workforce Issue
AD CLOSE: Nov. 6
AD MATERIALS DUE: Nov. 21
FEATURES: TBD
BONUS DISTRIBUTION: AACC Workforce Development Institute

AACC ADVERTISING SALES

Kevin McDonnell, National Sales Manager
The Townsend Group, Inc.
2 Wisconsin Circle, Suite 900
Chevy Chase, MD 20815
Phone: 301-215-6710 x105
Fax: 301-215-7704
E-mail: kmcdonnell@townsend-group.com
2013 Display Advertising Rates  Effective January 1, 2013

### Mechanical Specifications for Display Advertising

**Space Units** | **Width** | **Depth**
--- | --- | ---
Spread (bleed) | 17.75 | 11.375
Spread (non-bleed) | 14.66 | 9.75
Full Page (non-bleed) | 7.33 | 9.75
Full Page (bleed) | 8.875 | 11.375
\(\frac{2}{3}\) Page | 4.83 | 9.75
\(\frac{1}{2}\) Page Island | 4.83 | 7.16
\(\frac{1}{2}\) Page Horizontal | 7.33 | 4.75
\(\frac{1}{2}\) Page Vertical | 2.33 | 9.75
\(\frac{1}{2}\) Page Square | 4.83 | 4.75
\(\frac{1}{2}\) Page | 4.83 | 3.33
\(\frac{1}{6}\) Page | 2.33 | 4.75

### 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**
  - Tommy Dingus
  - 1129 20th Street, Suite 700
  - Washington, DC 20036
  - Phone: 202-331-7700

### 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 PDFs or native files required. PDFs 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, PowerPoint, 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.

### 2013 Display Advertising Rates

<table>
<thead>
<tr>
<th>4-color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
<td>Outside Back Cover (IV)</td>
<td>$6,320</td>
<td>$5,820</td>
<td>$5,355</td>
<td>$4,935</td>
</tr>
<tr>
<td>Inside Back Cover (III)</td>
<td>$5,830</td>
<td>$5,365</td>
<td>$4,945</td>
<td>$4,545</td>
</tr>
<tr>
<td>Inside Front Cover (II)</td>
<td>$5,830</td>
<td>$5,365</td>
<td>$4,945</td>
<td>$4,545</td>
</tr>
<tr>
<td>Spread</td>
<td>$7,610</td>
<td>$7,060</td>
<td>$6,685</td>
<td>$6,440</td>
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<tr>
<td>Full Page</td>
<td>$4,865</td>
<td>$4,545</td>
<td>$4,405</td>
<td>$4,215</td>
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<tr>
<td>(\frac{1}{2}) Page</td>
<td>$4,105</td>
<td>$3,855</td>
<td>$3,705</td>
<td>$3,595</td>
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<tr>
<td>(\frac{1}{2}) Island</td>
<td>$3,785</td>
<td>$3,575</td>
<td>$3,430</td>
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<tr>
<td>(\frac{1}{2}) Page</td>
<td>$3,540</td>
<td>$3,355</td>
<td>$3,230</td>
<td>$3,135</td>
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<tr>
<td>(\frac{1}{2}) Page Island</td>
<td>$2,845</td>
<td>$2,720</td>
<td>$2,625</td>
<td>$2,580</td>
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<tr>
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<td>$2,535</td>
<td>$2,440</td>
<td>$2,370</td>
<td>$2,330</td>
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<tr>
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<td>$2,130</td>
<td>$2,080</td>
<td>$2,045</td>
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### 2-color

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<th>6x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$6,990</td>
<td>$6,440</td>
<td>$6,055</td>
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<tr>
<td>Full Page</td>
<td>$4,240</td>
<td>$3,920</td>
<td>$3,775</td>
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<tr>
<td>(\frac{1}{2}) Page</td>
<td>$3,475</td>
<td>$3,230</td>
<td>$3,075</td>
</tr>
<tr>
<td>(\frac{1}{2}) Island</td>
<td>$3,155</td>
<td>$2,945</td>
<td>$2,800</td>
</tr>
<tr>
<td>(\frac{1}{2}) Page</td>
<td>$2,910</td>
<td>$2,752</td>
<td>$2,600</td>
</tr>
<tr>
<td>(\frac{1}{2}) Page</td>
<td>$2,220</td>
<td>$2,090</td>
<td>$2,005</td>
</tr>
<tr>
<td>(\frac{1}{4}) Page</td>
<td>$1,910</td>
<td>$1,815</td>
<td>$1,740</td>
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<tr>
<td>(\frac{1}{6}) Page</td>
<td>$1,575</td>
<td>$1,505</td>
<td>$1,450</td>
</tr>
</tbody>
</table>

### B&W

<table>
<thead>
<tr>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$6,195</td>
<td>$5,640</td>
<td>$5,270</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,445</td>
<td>$3,130</td>
<td>$2,980</td>
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<tr>
<td>(\frac{1}{2}) Page</td>
<td>$2,685</td>
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<tr>
<td>(\frac{1}{2}) Island</td>
<td>$2,370</td>
<td>$2,155</td>
<td>$2,015</td>
</tr>
<tr>
<td>(\frac{1}{2}) Page</td>
<td>$2,115</td>
<td>$1,930</td>
<td>$1,810</td>
</tr>
<tr>
<td>(\frac{1}{2}) Page</td>
<td>$1,425</td>
<td>$1,300</td>
<td>$1,210</td>
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<tr>
<td>(\frac{1}{4}) Page</td>
<td>$1,110</td>
<td>$1,020</td>
<td>$950</td>
</tr>
<tr>
<td>(\frac{1}{6}) Page</td>
<td>$780</td>
<td>$710</td>
<td>$660</td>
</tr>
</tbody>
</table>

For AACC contract conditions and general advertising information, see page 16.
Drive traffic to your booth and maximize your opportunities to engage, inform and sell to community college customers.

The Annual Convention Program & Exhibit Hall Guide provides the full convention schedule and information about educational sessions, innovations 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 and beyond.

The Exhibit Hall Guide section of the program is the roadmap that attendees use to navigate the exhibit hall. The directory features everything the attendee needs to plan which exhibitors they’ll visit and how to find them. 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 Program Advertising Rates
Full page b/w $2,925
Half page b/w $1,800
Average visits per month: 16,500
Average unique visitors per month: 11,760
Average page views per month: 30,000

**Source:** Google Analytics January-June 2012

**News community college leaders want, when they want it!**

From legislative news that impacts policymaking and thought-leader commentary that stimulates conversations with colleagues to industry information and trends, *Community College Times* is packed with daily and breaking news, information, career advice, and job listings.

**Advertising Rates**

<table>
<thead>
<tr>
<th>Ad size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner (728 x 90px)</td>
<td>$1,080</td>
<td>$925</td>
<td>$825</td>
<td>$720</td>
</tr>
<tr>
<td>Square Banner (250 x 250px)</td>
<td>$970</td>
<td>$865</td>
<td>$755</td>
<td>$650</td>
</tr>
<tr>
<td>Recruitment Text Ads</td>
<td>$310</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Advertising Specs**

**FLASH Specs** (728 x 90px and 250 x 250px)
- Requires SWF (40k max) with click tag, and active click url
- Backup jpeg/gif recommended
- Maximum animation time—15 seconds
- Maximum Loops—5
- Recommended max frames per second (FPS) = 15 FPS
- Expanding units can be either click initiated or on rollover (with collapse on roll off)
- Audio must be initiated by user click only
- SWF file must have a click tag embedded on the ad. Example: `getURL(_root, clickTag,"_blank");`

**GIF/JPEG Specs** (728 x 90px and 250 x 250px)
- Maximum file size—40k
- Maximum animation time—15 seconds
- Maximum Loops—5
- An active click URL should be submitted with creative files
In Focus Editorial Calendar

Fresh, new content is added biweekly in the “In Focus” section of the Times. This popular page provides 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.

January
The career-planning gap
Internal support of leadership development

February
Redesigning development education
What employers really want

March
Training programs for unmanned drones
How to deal with accreditation problems

April
How to run a successful bond campaign
Reaching out to the business community

May
Partnerships with K-12 school systems
Accommodating diverse students’ religious issues
Promoting student leadership

June
Community colleges go “glocal”

July
What’s new in instructional technology
Reaching out to students below the poverty line

August
Credential trends in nursing and allied health
Why rural colleges are important

September
How technology is redesigning the college business office
A look at campus expansions and renovations

October
How to balance green training with available green jobs
What faculty need in fostering student success
How can colleges foster STEM interest?

November
Promising practices for serving military veterans
Courting alumni, for financial and other supports

December
Tribal colleges: students hold on to traditions while working for their futures

AACC Job Bank

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 website and reach instructors, CEOs, deans, executive directors, and academic officers quickly. Visit www.communitycollegetimes.com and click on “Post Job.”

Advertising Rates
Recruitment Text Ads $310 each
COLLEGES OFFSET RISING FACILITIES MANAGEMENT COSTS THROUGH BUSINESS & COMMUNITY PARTNERSHIPS

Facilities and services are a huge drain on community college budgets. They’re also vital to the student experience. As funding dries up across the country, many institutions are taking a team approach, working with partner colleges and private service providers to offset costs and generate revenue without sacrificing the services and amenities students have come to expect.

Some have formed consortia to share resources with partner institutions. Others have explored outsourcing as a means of improved efficiency. Still others have embraced the role of landlord, renting out underused spaces to host community-based events.

No matter the strategy, the goal is the same: to find new and different ways to pool resources, cut operational costs, and better manage facilities in the midst of a historic budget crunch.

That’s the aim at Ohio’s Lorain County Community College (LCCC), where administrators are working with colleagues at the University of Akron and Stark State College to foster a new shared-services environment that will allow the partner colleges to host a range of educational software and facilities management applications, including complex enterprise resource planning (ERP) tools.
Meet with current customers and new prospects

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 education 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 or services and gain a competitive advantage by exhibiting, becoming a sponsor, and advertising in official convention publications.

Exhibit Booth Fees

<table>
<thead>
<tr>
<th>Type</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Corner Booth</td>
<td>$2,650/booth</td>
</tr>
<tr>
<td>Standard Booth</td>
<td>$2,590/booth</td>
</tr>
<tr>
<td>AACC Corporate Sponsor</td>
<td>$1,855/booth</td>
</tr>
<tr>
<td>AACC Educational Member</td>
<td>$1,680/booth</td>
</tr>
<tr>
<td>AACC Council Member</td>
<td>$800/booth</td>
</tr>
</tbody>
</table>

Each 10x10 booth includes pipe and drape, an identification sign, 24-hour security, a free listing in the Annual Convention Program & Exhibit Hall Guide, two complimentary exhibitor registrations (includes access to exhibit hall and educational sessions), and a post-convention mailing list. Packages are also available.

San Francisco • April 20–23, 2013
Expected attendance: 2,000+

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 or service from competition
- **ALIGN** your company and its products/services with AACC’s top event

Become an exhibitor and sponsor to...

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**Plan ahead!** AACC’s 2014 Annual Convention will be held April 5–8, in Washington, D.C.

**AACC Exhibit and Advertising Sales**
Kevin McDonnell
National Sales Manager
The Townsend Group, Inc.
2 Wisconsin Circle, Suite 900
Chevy Chase, MD 20815
Phone: 301-215-6710 x105
Fax: 301-215-7704
E-mail: kmcdonnell@townsend-group.com
The AACC Corporate Program offers businesses a powerful and cost-effective way to reach 1,100 community colleges, the institutions of choice for nearly half of all U.S. undergraduates.

Join the Corporate Program, select the partnership package that fits your business needs and connect directly with leaders of the fastest growing sector in higher education. Or, you may custom-tailor a partnership package that delivers the level of exposure you want—from access to the Corporate Council and sponsorship of high profile convention events to discounted advertising opportunities.

One-on-one interactions allow you to meet potential clients and place your business in front of key decisionmakers.

“Today a renewed focus on the role of community colleges in education and workforce development is transforming how we deliver education. We value this opportunity to work collaboratively with AACC on programs and initiatives that help everyone—no matter who they are or what they want to do—discover their futures through learning.”

JOHN F. SPEER, PRESIDENT & CEO, ELLUCIAN

2013 venue highlights include:

- Annual Convention (April)
- Annual Convention Exhibit Hall (April)
- Corporate Council (April and November)
- AACC Corporate Futures Forum (November)

Partnership packages include event sponsorships and speaking engagements that involve both large and small audiences.

AACC Contacts

Carolina Zumarán-Jones
Corporate Program Manager
American Association of Community Colleges
Phone: 202-416-4530
E-mail: czjones@aacc.nche.edu

Norma Kent
Senior Vice President of Communications and Advancement
American Association of Community Colleges
Phone: 202-728-0200 x209
E-mail: nkent@aacc.nche.edu

Corporate Program Web page
www.aacc.nche.edu/sponsorships
GENERAL 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.

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.

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.

Contract Conditions

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

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.

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.

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. 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.

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

Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher’s liability for any error will not exceed the cost of the space occupied by the error.

The word Advertisement will be placed with copy that in the publisher’s opinion resembles editorial matter.

Failure to make insertion orders correspond in price or otherwise with the rate schedule is regarded only as clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.

Advertising agency agrees to pay charges for advertising published at its direction.

Rates, conditions, editorial calendar, and space units may change without notice.
AACC Exhibit, Sponsorship, and Advertising Sales

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One Dupont Circle NW, Suite 410  
Washington, DC 20036  
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www.communitycollegetimes.com  
www.ccjournal-digital.com  
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