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

- AACC serves 90% of America’s community colleges, nearly 1,200 institutions
- Community college students represent almost half (46%) of all U.S. undergraduate students — 11.7 million
- 6.7 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, 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 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’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 causes 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 opportunities offer multiple touch points with community college decision makers and leads to measurable ROI.

## AACC IN PRINT

**Community College Journal**

Use the power of print to introduce a product, establish a brand and drive traffic to your Web site. *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.*

**Community College Times — Convention Issue**

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

**Annual Convention Program**

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**

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**

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

**Community College Journal Digital Version**

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**

Premiering in 2010, this weekly e-newsletter for 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**

*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 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 writing the check. 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, 2008)

91% of B2B decisionmakers 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, 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)
<table>
<thead>
<tr>
<th>Buyer’s Disposition</th>
<th>Marketer’s Objective</th>
<th>Best Vehicles to Use</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Seeks general knowledge about a product or service</strong></td>
<td>› Introduce product or service</td>
<td>› Community College Journal</td>
</tr>
<tr>
<td></td>
<td>› Raise awareness of product or service</td>
<td>› Community College Times Convention Edition</td>
</tr>
<tr>
<td></td>
<td>› Explain the benefits of product or service</td>
<td>› Community College Times banner ad</td>
</tr>
<tr>
<td></td>
<td>› Differentiate product or 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 or service to others</strong></td>
<td>› Explain the benefits of product or 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 or 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 or 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 e-mail address of sales department</td>
</tr>
<tr>
<td></td>
<td></td>
<td>› AACC’s Annual Convention</td>
</tr>
<tr>
<td><strong>Using product or 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</td>
</tr>
<tr>
<td></td>
<td></td>
<td>› product demo, white paper, report, case study, user’s guide, banner ad, contextual ad or sponsored content with link to order form or e-mail address of sales department</td>
</tr>
<tr>
<td></td>
<td></td>
<td>› AACC’s Annual Convention</td>
</tr>
</tbody>
</table>
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:** 11,500

**Readers With Titles to Impress**
- 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 Web site  
- 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: 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%
- District Office/Multicampus District, Board Members, Government, Consultants and others: 3%
- College of a Multicollege District: 5%
- 2-Year Campus of a University/ Separate Accreditation: 8%
- Main Campus of a Multicampus College: 34%
- Main Campus of a Multicampus System: 8%

COMMUNITY COLLEGE JOURNAL
EDITORIAL CALENDAR
ISSUANCE & CLOSING DATES

December/January

COVER STORY: The Evolving Workplace
FEATURES: Business Intelligence, Website Strategies
AD SALES CLOSE: Nov. 13
MATERIALS DUE: Nov. 17
BONUS DISTRIBUTION: AACC/ACCT National Legislative Summit, Workforce Development Institute

February/March

COVER STORY: Advocacy and Fundraising
FEATURES: Alumni Spotlight, Recruitment/Retention Strategies, Tracking Student Outcomes, Transfer
AD SALES CLOSE: Jan. 4
MATERIALS DUE: Jan. 11
BONUS DISTRIBUTION: League for Innovation in the Community College

April/May

ANNUAL CONVENTION ISSUE: Show 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 AACC Annual Convention, Seattle NISOD

June/July

COVER STORY: Strategic Planning
FEATURE:
AD SALES CLOSE: May 3
MATERIALS DUE: May 10

August/September

COVER STORY: Communications Strategies
FEATURE:
AD SALES CLOSE: July 6
MATERIALS DUE: July 13

October/November

COVER STORY: The Green Campus
FEATURE:
AD SALES CLOSE: Sept. 7
MATERIALS DUE: Sept. 14
BONUS DISTRIBUTION: National Science Foundation’s Advanced Technological Education Principal Investigators Conference

December/January

COVER STORY: Workforce Development
FEATURE:
AD SALES CLOSE: Nov. 1
MATERIALS DUE: Nov. 8
BONUS DISTRIBUTION: Workforce Development Institute, 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**

<table>
<thead>
<tr>
<th>Covers (4 color only)</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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<tr>
<td>Cover 4</td>
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<td>$5,380</td>
<td>$4,950</td>
<td>$4,560</td>
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<tr>
<td>Cover 3</td>
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<td>$4,960</td>
<td>$4,570</td>
<td>$4,205</td>
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<td>Cover 2</td>
<td>$5,390</td>
<td>$4,960</td>
<td>$4,570</td>
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<table>
<thead>
<tr>
<th>2-Color</th>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
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<td>$5,370</td>
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<tr>
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<td>$3,625</td>
<td>$3,490</td>
<td>$3,315</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,215</td>
<td>$2,985</td>
<td>$2,845</td>
<td>$2,745</td>
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<tr>
<td>1/2 Island</td>
<td>$2,920</td>
<td>$2,725</td>
<td>$2,590</td>
<td>$2,510</td>
</tr>
<tr>
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<td>$2,690</td>
<td>$2,520</td>
<td>$2,405</td>
<td>$2,302</td>
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<tr>
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<td>$2,050</td>
<td>$1,935</td>
<td>$1,850</td>
<td>$1,805</td>
</tr>
<tr>
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<td>$1,765</td>
<td>$1,675</td>
<td>$1,610</td>
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<td>$1,455</td>
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<tr>
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<td>$4,870</td>
<td>$4,635</td>
</tr>
<tr>
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<td>$2,895</td>
<td>$2,755</td>
<td>$2,580</td>
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<td>$2,480</td>
<td>$2,255</td>
<td>$2,110</td>
<td>$2,010</td>
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<tr>
<td>1/2 Island</td>
<td>$2,190</td>
<td>$1,990</td>
<td>$1,860</td>
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<td>$1,955</td>
<td>$1,785</td>
<td>$1,670</td>
<td>$1,560</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,320</td>
<td>$1,200</td>
<td>$1,120</td>
<td>$1,070</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,030</td>
<td>$945</td>
<td>$875</td>
<td>$840</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$720</td>
<td>$655</td>
<td>$610</td>
<td>$585</td>
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### Mechanical Specifications

**Display Advertising**

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<th>Depth</th>
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<td>11.375”</td>
</tr>
<tr>
<td>Spread (non-bleed)</td>
<td>14.66”</td>
<td>9.75”</td>
</tr>
<tr>
<td>Full-page (non-bleed)</td>
<td>8.875”</td>
<td>11.375”</td>
</tr>
<tr>
<td>Full-page (bleed)</td>
<td>8.875”</td>
<td>11.375”</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4.83”</td>
<td>9.75”</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4.83”</td>
<td>7.16”</td>
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<tr>
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<td>4.83”</td>
<td>7.16”</td>
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<tr>
<td>1/3 page square</td>
<td>4.83”</td>
<td>4.75”</td>
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<td>1/4 page</td>
<td>4.83”</td>
<td>3.33”</td>
</tr>
<tr>
<td>1/6 page</td>
<td>2.33”</td>
<td>4.75”</td>
</tr>
</tbody>
</table>

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**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  
epeterson@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 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, 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.

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 e-mail 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

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

“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) | $25/CPM |
| Vertical Banner (120 x 240 pixels) | $20/CPM |
| Sponsored Links — webinars, videos, demos | $500/month |

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
epeterson@townsend-group.com
**DigiTAL Commun ITy CoLLEGE Journ AL**

In 2010, AACC will produce 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 e-mail 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
- **Left of Cover**: $1,500 per issue
- **Skyscraper Banner**: $1,000 per issue

**BE SHOWCASED IN NEWS THEY CAN USE**

Business-to-business Web sites 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

**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 Web site. Turbocharge 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 produce 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 e-mail address is featured in the ad copy. Enhance your ad with the following:

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blow-in Ad</td>
<td>$500</td>
</tr>
<tr>
<td>Belly Band</td>
<td>$750</td>
</tr>
<tr>
<td>E-mail notification sponsorship</td>
<td>$1,995</td>
</tr>
<tr>
<td>Navigation Bar Sponsorship</td>
<td>$1,500</td>
</tr>
<tr>
<td>Left of Cover</td>
<td>$1,500 per issue</td>
</tr>
<tr>
<td>Skyscraper Banner</td>
<td>$1,000 per issue</td>
</tr>
</tbody>
</table>

**DEADLINES**

See print Journal deadlines

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American Association of Community Colleges • www.aacc.nche.edu 9
EXHIBIT BOOTH FEES

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonmember</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>

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.

Plan ahead! AACC’s 2011 Annual Convention will be held April 9-12, in New Orleans

AACC In Person

Exhibit at AACC’s 90th Annual Convention
Meet with current customers and 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 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 the official convention publications.

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 or 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
epeterson@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>
<th></th>
<th></th>
</tr>
</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>
<thead>
<tr>
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<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 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>

Community College Times Convention Edition

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 or service from your competitors.

**COMMUNITY COLLEGE TIMES CONVENTION EDITION ADVERTISING RATES**

<table>
<thead>
<tr>
<th>Size</th>
<th>B/W</th>
<th>4-Color</th>
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<tbody>
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<td>Junior Page</td>
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<tr>
<td>1/3 page</td>
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<tr>
<td>1/4 page</td>
<td>$990</td>
<td>$1,240</td>
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</tbody>
</table>

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

AACC’s Corporate Program offers businesses a powerful and cost-effective way to reach 1,200 member community colleges, the higher education institutions of choice for nearly half of all U.S. undergraduates.

Corporate Program participants are afforded access to an extensive menu of year-round sponsorship opportunities tailored to their contribution level, interests, and needs. These opportunities include:

- Participation in the Corporate Council, one of AACC’s key advisory bodies.
- Attendance at VIP events where participants meet face to face with community college leaders.
- Sponsorship of prestigious awards and events.
- Exhibit space at AACC’s major conferences.
- Advertising space in print and online.
- Mailing lists to AACC members.

In addition to offering a generous array of benefits, AACC will work one-on-one with its Corporate Program participants to help them maximize their outreach objectives and marketing impact.

Other AACC Annual Events

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

AACC Contacts

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

Carolina Zumarán-Jones
Director of Development
American Association of Community Colleges
Phone: 202-728-0200 x270
E-mail: czjones@aacc.nche.edu
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.

AAOCC ADVERTISING, EXHIBIT AND SPONSORSHIP SALES
Eric Peterson, National Sales Manager
The Townsend Group, Inc.
7315 Wisconsin Avenue, Suite West 750
Bethesda, Maryland 20814
Phone: 301-215-6710 x116
Fax: 301-215-7704
epeterson@townsend-group.com
Advertising, Exhibit, and Sponsorship 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
E-mail: epeterson@townsend-group.com

Community College Journal Editorial

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

Community College Times Editorial

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

Corporate Partner Program

Carolina Zumarán-Jones, Director of Development
American Association of Community Colleges
Phone: 202-728-0200 x270
E-mail: czjones@aacc.nche.edu