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’s membership includes over 90% of America’s community colleges, more than 1,100 institutions.
- Community college students represent almost half (45%) of all U.S. undergraduate students — 13 million men and women.
  - 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 exhibitors they will meet. Enhance your presence at the show with an ad.

AACC Online
11 Community College Daily
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.

12 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
13 AACC’s 94th Annual Convention
Washington, D.C., April 5–8, 2014
“Great Expectations: Implementing a 21st Century Student Success Agenda”– Meet and market to decision makers from America’s community colleges.

14 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
15 Contract Conditions and General Advertising Information
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.
### 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 Daily* 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 Daily* 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 Daily* 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 Daily* 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)

<table>
<thead>
<tr>
<th>Publication</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community College Journal</td>
<td>74%</td>
</tr>
<tr>
<td>Community College Week</td>
<td>63%</td>
</tr>
<tr>
<td>Journal of Higher Education</td>
<td>38%</td>
</tr>
<tr>
<td>Inside Higher Education</td>
<td>21%</td>
</tr>
<tr>
<td>EDUCAUSE Review</td>
<td>17%</td>
</tr>
<tr>
<td>Education Week</td>
<td>15%</td>
</tr>
<tr>
<td>American School &amp; University</td>
<td>12%</td>
</tr>
<tr>
<td>School Business Affairs</td>
<td>5%</td>
</tr>
</tbody>
</table>

## 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 decision makers.

<table>
<thead>
<tr>
<th>Category</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.

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

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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 12 for details.
Editorial Calendar

**December/January 2014**

**COVER STORY: Workforce Education and Partnerships**
AD CLOSE: Nov. 6 / AD MATERIALS DUE: Nov. 21
BONUS DISTRIBUTION: AACC Workforce Development Institute

**February/March**

**COVER STORY: The Hot Button: Tackling the Toughest Challenges in Community College Advocacy**
AD CLOSE: Dec. 16 / AD MATERIALS DUE: Jan. 3
FEATURES: A closer look at the most challenging and successful community college advocacy programs; Strategies for reaching out and connecting with major donors; Community college policy and advocacy agenda.
BONUS DISTRIBUTION: AACC/ACCT National Legislative Summit

**April/May**

**COVER STORY: Annual Convention Issue/Great Expectations: Implementing a 21st Century Student Success Agenda**
AD CLOSE: Feb. 18 / AD MATERIALS DUE: March 4
FEATURES: Findings from the 21st-Century Commission Implementation Teams; Stay Committed: The drive to improve college completion rates; A closer look at new community college accountability metrics; Highlighting the success of community college and K–12 partnerships.
BONUS DISTRIBUTION: AACC Annual Convention

**June/July**

**COVER STORY: Underwater: Exploring the Depth of Student Debt**
AD CLOSE: April 18 / AD MATERIALS DUE: May 2
FEATURES: Helping colleges manage student default rates; Colleges develop new ways to help students pay for college; The quest to rethink institutional roles and functions.

**August/September**

**COVER STORY: What’s Next? The Technology Issue**
AD CLOSE: June 19 / AD MATERIALS DUE: July 3
FEATURES: Six high-tech products that are poised to change the future of community college education; Building the IT infrastructure to support next-generation technologies; Checking in on advancing sustainability in community college education.

**October/November**

**COVER STORY: Change Agents: The Hard Work of Changing Campus Culture**
AD CLOSE: Aug. 19 / AD MATERIALS DUE: Sept. 3
FEATURES: Community college leaders offer advice on institutional change; Strategies for working with board members and other stakeholders; How to identify and develop leaders within your ranks; Highlighting the success of NSF ATE programs
BONUS DISTRIBUTION: NSF ATE Principal Investigator’s Conference

**December/January 2015**

**COVER STORY: Workforce and Economic Development**
AD CLOSE: Oct. 21 / AD MATERIALS DUE: Nov. 4
FEATURES: Preparing students for the global economy
BONUS DISTRIBUTION: AACC Workforce Development Institute

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**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

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**Community College Journal**
Editorial
Norma Kent, Editor
E-mail: nkent@aacc.nche.edu
## 2014 Display Advertising Rates  Effective January 1, 2014

### 4-color

<table>
<thead>
<tr>
<th>Space Units</th>
<th>Width (in.)</th>
<th>Depth (in.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (bleed)</td>
<td>17.75*</td>
<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>7.33*</td>
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<tr>
<td>Full Page (bleed)</td>
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</tr>
<tr>
<td>1/2 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>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.33*</td>
<td>4.75*</td>
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<tr>
<td>1/2 Page Vertical</td>
<td>2.33*</td>
<td>9.75*</td>
</tr>
<tr>
<td>1/2 Page Square</td>
<td>4.83*</td>
<td>4.75*</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4.83*</td>
<td>3.33*</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2.33*</td>
<td>4.75*</td>
</tr>
</tbody>
</table>

### B&W

<table>
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<tr>
<th>Space Units</th>
<th>Width (in.)</th>
<th>Depth (in.)</th>
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</thead>
<tbody>
<tr>
<td>Spread</td>
<td>17.75*</td>
<td>11.375*</td>
</tr>
<tr>
<td>Spread</td>
<td>15.00*</td>
<td>9.75*</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.33*</td>
<td>9.75*</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.875*</td>
<td>11.375*</td>
</tr>
<tr>
<td>1/2 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>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.33*</td>
<td>4.75*</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>2.33*</td>
<td>9.75*</td>
</tr>
<tr>
<td>1/2 Page Square</td>
<td>4.83*</td>
<td>4.75*</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4.83*</td>
<td>3.33*</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2.33*</td>
<td>4.75*</td>
</tr>
</tbody>
</table>

### 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 signingifying 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.

McMurray/ TMG
Tommy Dingus
1129 20th Street, Suite 700
Washington, DC 20036
Phone: 202-331-7700

For AACC contract conditions and general advertising information, see page 15.
Drive traffic to your booth and maximize your opportunities to engage, inform and sell to community college customers by advertising in official AACC Annual Convention publications.

The Annual Convention Program & Exhibit Hall Guide provides the full convention schedule and information about educational sessions, innovations theatre, roundtables, and other networking 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

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

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

Average visits per month 22,800
Average unique visitors per month 16,300
Average page views per month 37,800

SOURCE: GOOGLE ANALYTICS JANUARY-MAY 2013

Community College Daily's robust recruitment section targets community college job seekers. For a low out-of-pocket cost, place an ad in the Jobs section of the CCDaily website and reach instructors, CEOs, deans, executive directors, and academic officers quickly. Visit www.ccdaily.com and click on "Post Job."

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>Skyscraper (160 x 600px)</td>
<td>$850</td>
<td>$725</td>
<td>$625</td>
<td>$500</td>
</tr>
<tr>
<td>Recruitment Text Ads</td>
<td>$350</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Advertising Specs

FLASH Specs
- 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
- Maximum file size—40k
- Maximum animation time—15 seconds
- Maximum Loops—5
- An active click URL should be submitted with creative files

AACC Job Bank

Community College Daily's robust recruitment section targets community college job seekers. For a low out-of-pocket cost, place an ad in the Jobs section of the CCDaily website and reach instructors, CEOs, deans, executive directors, and academic officers quickly. Visit www.ccdaily.com and click on "Post Job."

Advertising Rates

| Recruitment Text Ads | $350 each |
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.

### Advertising Rates

<table>
<thead>
<tr>
<th>Ad unit</th>
<th>Per Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right of Cover</td>
<td>$1,545</td>
</tr>
<tr>
<td>E-blast Sponsorship</td>
<td>$1,235</td>
</tr>
<tr>
<td>Skyscraper Banner</td>
<td>$1,030</td>
</tr>
</tbody>
</table>

### Advertising Specs

#### Right of Cover
- Full page built to magazine specs
- File format: high resolution PDF

#### E-blast Sponsorship
- 180 x 150 pixels
- File format: JPEG, GIF (no animation)

#### Leaderboard
- 128 x 90 pixels
- File format: JPEG, GIF, animated GIF, Java

### Deadlines

See print Journal deadlines.

---

Advertise With AACC Online to...

- **Build receptivity among online readers**
  - INTRODUCE product or service
  - BUILD awareness
  - ALIGN ad with web content to target key segments

- **Engage the reader**
  - LINK ad to product or service benefits
  - SHARE product demos, white papers, reports, case studies, videos

- **Encourage action**
  - PROVIDE information on how and 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 or service

- **Optimize relationship management**
  - PROVIDE purchasing directions
  - PROVIDE link to technical and customer support
  - PROVIDE updates, enhancements

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American Association of Community Colleges  www.aacc.nche.edu

12
AACC IN PERSON

EXHIBIT AT AACC’S 94TH ANNUAL CONVENTION

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. Maximize awareness of your products or services and gain a competitive advantage by exhibiting 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>$2,800/booth</td>
</tr>
<tr>
<td>Standard Booth</td>
<td>$2,700/booth</td>
</tr>
<tr>
<td>AACC Corporate Sponsor</td>
<td>$1,890/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 foot booth includes pipe and drape, an identification sign, 24-hour security, a free listing in the Annual Convention Program & Exhibit Hall Guide, two complimentary base registrations, and a post-convention mailing list. Packages are also available.

Plan ahead!
AACC’s 2015 Annual Convention will be held April 18-21, in San Antonio, Texas

Washington, D.C. • April 5–8, 2014
Expected attendance: 1,800+

Become an exhibitor

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 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

Drive traffic to your booth and enhance your exhibit experience with an ad in the Annual Convention Program & Exhibit Hall Guide. See page 10 for details.
The 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 decision makers.

"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

2014 venue highlights include:

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

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

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

Multiple Publication Discount
Community College Journal and Community College Daily 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. Advertisers must 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, 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 organizations, 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.

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.
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