Harness the Power of the Community College Market to Build Your Business!
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 more than 1,000 institutions serving 12.4 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

AACC’s membership includes more than 90% of America’s community colleges, more than 1,000 institutions.

- Community college students represent almost half (46%) of all U.S. undergraduate students—more than 12 million.
  - 7.4 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.
TABLE OF
Contents

Integrated Marketing
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
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.

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 forms, 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
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.

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
AACC’s 96th Annual Convention
Chicago, Illinois, April 9–12, 2016
“Our Camelot Moment: A New Day for Community Colleges”
Meet and market to decision makers from America’s community colleges.

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
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 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>
<tbody>
<tr>
<td>Seeks general knowledge about a product or service</td>
<td>○ Introduce product or service&lt;br&gt;○ Raise awareness of product or service&lt;br&gt;○ Explain the benefits of product or service&lt;br&gt;○ Differentiate product or service from competition&lt;br&gt;○ Build brand image</td>
<td>○ Community College Journal&lt;br&gt;○ Community College Daily banner ad&lt;br&gt;○ AACC’s Annual Convention</td>
</tr>
<tr>
<td>Closer to buying decision, seeks specific information, wants to compare one product or service to others</td>
<td>○ Explain the benefits of product or service&lt;br&gt;○ Differentiate product or service from competition&lt;br&gt;○ Take and maintain category leadership</td>
<td>○ Community College Daily contextual ad; sponsored content: product demos, reports; text ad</td>
</tr>
<tr>
<td>Ready to buy</td>
<td>○ Provide information on how or where to buy&lt;br&gt;○ Close the sale</td>
<td>○ Community College Journal ad with call to action&lt;br&gt;○ Community College Daily banner ad, contextual ad, or sponsored content with link to order form or e-mail address of sales department</td>
</tr>
<tr>
<td>Using product or service</td>
<td>○ Provide technical and customer service support&lt;br&gt;○ Promote viral marketing via satisfied buyer</td>
<td>○ Community College Journal&lt;br&gt;○ 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&lt;br&gt;○ 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: 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 decision makers.

- 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.

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  
Issuance and Closing Dates

**February/March**  
Theme: The Innovation Issue  
Ad close: Dec. 3 / Ad materials due: Dec. 22  
Features: Innovation in Action at Prince George’s Community College; Student Support for the Whole Student; A Look at Liberal Arts.

**April/May**  
Theme: Our Camelot Moment: A New Day for Community Colleges  
Ad close: Feb. 5 / Ad materials due: Feb. 25  
Features: AACC Convention issue.  
Bonus Distribution: AACC Convention

**June/July**  
Theme: The Community College Leader  
Ad close: April 1 / Ad materials due: April 21  
Features: What I Wish I Knew: Surviving the first year; What Comes Next: Overcoming a vote of “no confidence”; Mentorship in Action: Mentoring the next generation of leaders.

**August/September**  
Theme: Facilities and Sustainability  
Ad close: June 3 / Ad materials due: June 23  
Features: Going Retro: Retrofitting facilities for student success; Community Colleges as Sustainable Living Laboratories: Turning green projects into hands-on training experiences; Safe House: Making colleges safe.

**October/November**  
Theme: Pathways  
Ad close: Aug. 5 / Ad materials due: Aug. 25  
Features: The Pathways Project: Implementing a fully-scaled pathway model at a community college; Pathways to Entrepreneurship  
Bonus Distribution: NSF ATE Principal Investigator’s Conference

**December/January 2017**  
Theme: Workforce Development  
Ad close: Oct. 7 / Ad materials due: Oct. 27  
Bonus Distribution: AACC Workforce Development Institute

*Features are subject to change.
## 2016 Display Advertising Rates  Effective January 1, 2016

### 4-color  
<table>
<thead>
<tr>
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<tbody>
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<td>$6,415</td>
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<tr>
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<td>$4,525</td>
<td>$4,255</td>
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<td>$3,780</td>
<td>$3,680</td>
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<td>$3,900</td>
<td>$3,700</td>
<td>$3,560</td>
<td>$3,455</td>
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<tr>
<td>⅛ Page</td>
<td>$3,135</td>
<td>$3,000</td>
<td>$2,895</td>
<td>$2,845</td>
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<tr>
<td>⅛ Page</td>
<td>$2,795</td>
<td>$2,690</td>
<td>$2,615</td>
<td>$2,565</td>
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### 2-color  
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<td>$3,835</td>
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<td>$3,210</td>
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<td>$2,000</td>
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### B&W  
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<tr>
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<td>$2,960</td>
<td>$2,690</td>
<td>$2,515</td>
<td>$2,400</td>
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<td>$2,615</td>
<td>$2,380</td>
<td>$2,220</td>
<td>$2,115</td>
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<tr>
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<td>$2,330</td>
<td>$2,125</td>
<td>$1,995</td>
<td>$1,865</td>
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<td>⅛ Page</td>
<td>$1,570</td>
<td>$1,435</td>
<td>$1,335</td>
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<td>$1,225</td>
<td>$1,125</td>
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<td>$1,000</td>
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<tr>
<td>⅛ Page</td>
<td>$860</td>
<td>$780</td>
<td>$730</td>
<td>$700</td>
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### Mechanical Specifications for Display Advertising  
<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Depth</th>
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</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>
<td>9.75”</td>
</tr>
<tr>
<td>Full Page (bleed)</td>
<td>8.875”</td>
<td>11.375”</td>
</tr>
<tr>
<td>½ Page</td>
<td>4.83”</td>
<td>9.75”</td>
</tr>
<tr>
<td>½ Page Island</td>
<td>4.83”</td>
<td>7.16”</td>
</tr>
<tr>
<td>½ Page Horizontal</td>
<td>7.33”</td>
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<tr>
<td>½ Page Vertical</td>
<td>2.33”</td>
<td>9.75”</td>
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<tr>
<td>½ Page Square</td>
<td>4.83”</td>
<td>4.75”</td>
</tr>
<tr>
<td>½ Page</td>
<td>4.83”</td>
<td>3.33”</td>
</tr>
<tr>
<td>½ Page</td>
<td>2.33”</td>
<td>4.75”</td>
</tr>
</tbody>
</table>

### Send all artwork to TJ Creedon at Thomas.Creedon@theysgroup.com  

For AACC contract conditions and general advertising information, see page 15.

### 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 The YGS 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, 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.
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 forums, 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**

Jason Henderson
Conference Experience Manager
Event Producers
Phone: (425) 420-1695
E-mail: jhenderson@eventproducers.events
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.

<table>
<thead>
<tr>
<th>Source: Google Analytics September 2013-September 2015</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Average visits per month</th>
<th>23,800</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average unique visitors per month</td>
<td>13,000</td>
</tr>
<tr>
<td>Average page views per month</td>
<td>40,000</td>
</tr>
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</table>

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>$1,135</td>
<td>$970</td>
<td>$865</td>
<td>$755</td>
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<td>Square Banner (250 x 250px)</td>
<td>$1,020</td>
<td>$910</td>
<td>$795</td>
<td>$685</td>
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<tr>
<td>Skyscraper (160 x 600px)</td>
<td>$895</td>
<td>$760</td>
<td>$655</td>
<td>$525</td>
</tr>
<tr>
<td>Recruitment Text Ads</td>
<td>$310</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.”

<table>
<thead>
<tr>
<th>Advertising Rates</th>
<th>Recruitment Text Ads</th>
<th>$310 each</th>
</tr>
</thead>
</table>
AACC Online
COMMUNITY COLLEGE JOURNAL
DIGITAL EDITION

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

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

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

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
AACC in Person
EXHIBIT AT AACC’S 96TH ANNUAL CONVENTION

Chicago, Illinois • April 9-12, 2016
Expected attendance: 1,800+

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.

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.

Exhibit Booth Fees

<table>
<thead>
<tr>
<th>Size</th>
<th>Fee</th>
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</thead>
<tbody>
<tr>
<td>10’x10’ Premium Corner Booth</td>
<td>$3,090/booth</td>
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<tr>
<td>10’x10’ Standard Booth</td>
<td>$2,975/booth</td>
</tr>
<tr>
<td>10’x10’ AACC Corporate Program Sponsor*</td>
<td>$2,080/booth</td>
</tr>
<tr>
<td>10’x10’ AACC Affiliated Council Member</td>
<td>$800/booth</td>
</tr>
</tbody>
</table>

The purchase of a 10’x10’ booth includes two exhibitor registrations, which provide access to the exhibit hall, and a post-convention attendee list.

* Exhibitor concessions are included in AACC Corporate Program packages. Please contact AACC for details.

Plan ahead! AACC’s 2017 convention will be held April 22–26 in New Orleans, Louisiana.
AACC in Person
AACC CORPORATE PROGRAM

The Corporate Program offers businesses a powerful and cost-effective way to reach more than 1,000 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, we may custom-tailor a partnership package that delivers the level of exposure you want based upon your company’s goals and strategic priorities.

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

2016 venue highlights include:
- Annual Convention (April)
- Annual Convention Exhibit Hall (April)
- Corporate Council (April and November)
- AACC Corporate Futures Forum (April/November)

AACC Contact
Angel Royal
American Association of Community Colleges
(202) 728-0200 x255
E-mail: aroyal@aacc.nche.edu
GENERAL INFORMATION
Community College Journal/Daily Advertising

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. 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.

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 indemnity 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.