published annually, AACC’s International Student Guide to U.S. Community Colleges provides colleges with an opportunity to showcase their institutions and increase their visibility in key markets around the world.

The Guide is designed to inform and advise international students about the benefits and opportunities of attending U.S. community colleges. It contains practical information about applying to a community college, obtaining a student visa, traveling to and living in the United States, and much more. It is an excellent “decision-making” resource for students and their parents.

20,000 COPIES DISTRIBUTED GLOBALLY TO...

- EducationUSA Advising Centers—approximately 500 offices in 170 countries, affiliated with the U.S. Department of State
- Fulbright Commission offices
- U.S. embassies
- Select high schools
- AACC international student recruitment fair attendees

WHAT EDUCATIONUSA* ADVISERS ARE SAYING

“These guides have proven very useful in familiarizing (our) students with the community college system in the U.S. and providing information so that students can begin researching community college options that best fit their interests and needs.”

“The Guide is a useful source of information and a good reference for those students considering to further their studies in the U.S.”

“Thank you for the publications! They are a big help and resource for students who come and visit my office…”

*EducationUSA, affiliated with the U.S. Department of State, is a network of advising centers worldwide to promote U.S. higher education to international students.

ADVERTISING OPTIONS

PREFERENTIAL PLACEMENTS

Provide more visibility for your college’s advertisement with a “Preferred Position” or “First Half of Guide” placement. “Preferred Position” placements will run across from chapter openers or other requested positions if available.

ADVERTORIA L S

Consider an advertorial next to your college’s advertisement! – a single vertical column of text (approximately 185 words) placed next to your 2/3V ad can be used to highlight the unique advantages offered by your college to international students.

UPGRADE YOUR ADVERTISING

PUBLICAtIOn dAte: August 2008
ADVERTISING RATES AND SPECIFICATIONS

2008 ADVERTISING RATES

FOUR-COLOR PROCESS COVERS
Inside front $4200
Inside back $3800

FOUR-COLOR PROCESS INSIDE PAGES
Full page $3000
2/3v with Advertorial $3400
2/3v $2400
1/2h $2150
1/3v or 1/3h $1550

B&W INSIDE PAGES
Full page $2500
2/3v with Advertorial $3000
2/3v $2000
1/2h $1785
1/3v or 1/3h $1300

PREFERENTIAL PLACEMENT
Non-cancelable, if reserved.
First half of guide add 10%
Preferred position (full page ads only) add 15%

AD RESERVATION & SUBMISSION DATES
Space Reservations: April 18, 2008
Ads Due: April 25, 2008

MECHANICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>WIDTH x DEPTH</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (non-bleed)</td>
<td>7.5&quot; x 7.5&quot;</td>
</tr>
<tr>
<td>Full Page (bleed)</td>
<td>8.75&quot; x 8.75&quot;</td>
</tr>
<tr>
<td>2/3 Page vertical</td>
<td>4.917&quot; x 7.5&quot;</td>
</tr>
<tr>
<td>1/2 Page horizontal</td>
<td>7.5&quot; x 3.667&quot;</td>
</tr>
<tr>
<td>1/3 Page vertical</td>
<td>2.333&quot; x 7.5&quot;</td>
</tr>
<tr>
<td>1/3 Page horizontal</td>
<td>4.917&quot; x 3.667&quot;</td>
</tr>
<tr>
<td>Advertorial approx.</td>
<td>185 words</td>
</tr>
</tbody>
</table>

RESERVE YOUR SPACE TODAY!
Complete the attached insertion order form and fax to AACC at 202-833-2467 or Register Online at www.aacc.nche.edu/StudyGuide

PRODUCTION REQUIREMENTS

Printing: Web Offset
Binding: Perfect
Trim Size: 8.5" x 8.5"
Live Area: 7.5" x 7.5"
Screen: 300 dpi minimum

DIGITAL ADVERTISING REQUIREMENTS

• Only press-ready PDF files prepared to SWOP standards, preferably in the PDF/X-1a format will be accepted. Embed all fonts and images and convert any Pantone colors to CMYK. 300 DPI minimum at actual size. PDF files optimized for the Web are not acceptable.
• JPEG, TIFF, and EPS files are not acceptable.
• Ads will be printed exactly as submitted. AACC is not liable for font substitutions, missing elements, color reproduction (other than conforming to SWOP standards), resolution, or other errors. AACC is not responsible for making corrections to submitted files.
• A production charge of $125 per hour will apply to any ad that does not meet our digital ad specifications.
• Questions about the digital advertising requirements should be sent to info@aaccinternational.org

SUBMITTING YOUR AD

UPLOAD YOUR AD ONLINE TO:
www.aacc.nche.edu/StudyGuide

Advertorial copy must be submitted as text, and NOT included in your PDF.

BY MAIL:
Send Mac-formatted CD-ROM to AACC International Student Guide
C/O Larnish & Associates, Inc.
8300 Boone Blvd., #380
Vienna, VA 22182

INSERTION ORDERS & INQUIRIES

American Association of Community Colleges (AACC)
International Programs & Services
One Dupont Circle, NW, Suite 410
Washington, DC 20036
PH:(202) 728-0200
FAX:(202) 833-2467
Judy Irwin, Director, x233
jirwin@aacc.nche.edu
Wayne Wheeler, Project Assistant, x250
wwheeler@aacc.nche.edu
Name of College ___________________________________________
Contact Name ______________________________________________
Title ________________________________________________________
Street Address ______________________________________________
City, State, Zip _____________________________________________
Phone _____________________________________________________
Fax ________________________________________________________
Contact E-mail _____________________________________________

Ad Submission Contact Person (responsible for creating the ad):
First Name _________________________________________________
Last Name _________________________________________________
Title _______________________________________________________
Phone _____________________________________________________
Contact E-mail _____________________________________________

Business Office Contact Person: _______________________________
First Name _________________________________________________
Last Name _________________________________________________
Title _______________________________________________________
Street Address ______________________________________________
City, State, Zip ______________________________________________
Phone ______________________________________________________
Fax _________________________________________________________
Contact E-mail _____________________________________________

Payment Options ❑ Check ❑ Purchase Order
❑ Pay Today ❑ Pay on __________________________, 2008

We are unable to accept credit card payments.

Accounts must be paid in full by September 30, 2008.
A 5% late charge will apply.

See contract conditions at: www.aacc.nche.edu/StudyGuide

FOR MORE INFORMATION CONTACT
Wayne Wheeler
International Programs & Services
One Dupont Circle, NW, Suite 410
Washington, DC  20036
wwheeler@aacc.nche.edu
(202) 728-0200, ext. 250

SUBMIT ORDER FORM
by April 18, 2008

MAKE CHECKS PAYABLE
AND MAIL TO:
AACC International Recruitment
PO Box 75263
Baltimore, MD 21275
Tax ID #: 530196569

FAX COMPLETED FORM TO:
(202) 833-2467

CHECK ALL THAT APPLY:
(V = vertical ad, H = horizontal ad)

FOUR-COLOR PROCESS COVERS
❑ Inside front $4200
❑ Inside back $3800

FOUR-COLOR PROCESS INSIDE PAGES
❑ Full page $3000
❑ 2/3V with advertorial $3400
❑ 2/3V $2400
❑ 1/2H $2150
❑ 1/3V $1550
❑ 1/3H $1550

B&W INSIDE PAGES
❑ Full page $2500
❑ 2/3V with advertorial $3000
❑ 2/3V $2000
❑ 1/2H $1785
❑ 1/3V $1300
❑ 1/3H $1300

SPECIAL POSITION
❑ First Half of Guide add 10%
❑ Preferred Position add 15%
Preferred position ads will run across from chapter openers. Other positions may be requested by advertiser, if available.

TOTAL AMOUNT DUE $________