

## MATERIALS SPECIFICATIONS

*The Chronicle* is printed by non-heatset process in tabloid format on 35-lb. premium groundwood paper.

**Method of binding:** Folded, not stitched.

**Publication trim size:** 11 $\frac{3}{8}$ " wide, 15" deep. 5 columns per page. Type-page size: 10 $\frac{1}{4}$ " wide, 13 $\frac{1}{2}$ " deep. Margin at fold measures  $\frac{1}{2}$ ". In ads that bleed into gutters, vital advertising matter should be kept within a width of 10 $\frac{1}{4}$ ", to allow for variations in folding.

**Column widths:** Single column, 1 $\frac{7}{8}$ ". Two columns, 4". Three columns, 6". Four columns, 8 $\frac{1}{8}$ ". Five columns, 10 $\frac{1}{4}$ ".

**Depth of column:** 13 $\frac{1}{2}$ ".

**Bleed specifications:** Bleed is available at fold margins only for tabloid-page spreads and junior-page spreads. In regular issues, no other bleeds are available. Full bleeds are available in the special Almanac issue. No extra charges are made for bleeds.

Tabloid-page spread: 21 $\frac{1}{2}$ " wide  $\times$  13 $\frac{1}{2}$ " deep

Junior-page spread: 17 $\frac{1}{4}$ " wide  $\times$  10" deep

**Acceptable materials:** *The Chronicle* accepts black-and-white and four-color camera-ready materials in electronic format. If you are unable to submit your black-and-white ad in camera-ready, electronic format, subject to the specifications below, we can typeset your ad at no additional charge. We do not offer typesetting services for four-color ads.

**Press gain:** Our expected press gain of 30% to 35% should be taken into consideration when preparing both black-and-white and four-color materials.

**Color:** Color ads must be four-color process only. No PMS colors can be used. The maximum color density is 240.

	HIGHLIGHT	MIDTONE	SHADOW
CYAN	0 - 5%	35 - 55%	50 - 60%
MAGENTA, YELLOW	0 - 2%	35 - 55%	35 - 45%
BLACK	0%	45 - 55%	80 - 95%

**Type:** We recommend using at least 10-point sans-serif type (bold or medium-weight) when reversing type out of one color and at least 14-point when reversing out of four-color. When using color type, we recommend using no more than two colors and at least 14-point sans-serif type (bold or medium-weight).

**To confirm receipt of materials, or for more information:**

Phone: (202) 466-1080 E-mail: [display@chronicle.com](mailto:display@chronicle.com)

[Chronicle.com/advertising/adv/mechspecs.htm](http://Chronicle.com/advertising/adv/mechspecs.htm)

## DIGITAL AD SUBMISSIONS

**Platform:** Macintosh only

**Media:** CD-ROM

**File formats:** Adobe PDF files preferred; QuarkXPress and InDesign files also accepted. The document must be set to the ad size. Please contact us for our Acrobat Distiller options and instructions for creating a high-resolution PDF file that is suitable for printing.

**Linked graphics:** Include all graphics files in tiff or eps format in a folder labeled "Graphics." Size to 100% at a resolution of 200 dpi for halftones and 600-1200 dpi for line art. Prepare color images as CMYK.

**Fonts:** Only Postscript Type 1 fonts are acceptable. We cannot use TrueType fonts. Include both screen and printer versions of your fonts in a folder labeled "Fonts." Embed or convert to outline all text contained within graphic files. We reserve the right to substitute our fonts for any fonts that are not included.

**Color-correcting:** *The Chronicle* will not color-correct digital ads without authorization. We will, however, use our internal settings, which are optimized for newspaper printing, when processing digital ads.

**Method of delivery:** Digital black-and-white ads may be submitted on CD-ROM, via e-mail to [display@chronicle.com](mailto:display@chronicle.com), or via FTP. Digital four-color ads must be sent on CD-ROM or via FTP. Please compress all files (layout, fonts, and graphics) into a self-extracting archive.

Send CD-ROM's to: Display Advertising Department,  
*The Chronicle of Higher Education*, 1255 Twenty-Third Street, N.W.,  
Washington, D.C. 20037. Phone: (202) 466-1080.

For instructions on sending ads via FTP, send an e-mail to [display@chronicle.com](mailto:display@chronicle.com) or call (202) 466-1080.

**Proofs:** We require proofs for all digital ads. Black-and-white proofs may be faxed to (202) 659-2236 or sent to the address above. Four-color proofs must be sent to the mailing address above and must be representative of the digital file.

The rates, deadlines, and sizes in this brochure apply only to advertisements in the main news section. For rates, deadlines, and sizes for advertisements in special supplements or *The Chronicle Review*, please contact your sales representative.

### HEADQUARTERS

#### The Chronicle of Higher Education

1255 Twenty-Third Street, N.W.

Washington, D.C. 20037

PHONE: (202) 466-1080

FAX: (202) 659-2236

E-MAIL: [display@chronicle.com](mailto:display@chronicle.com)

Director of Production: Gwen Gaiser

Assistant Production Manager: Ashley Page Sales

Managers: Megan Hauck, Gerry Kiernan

### WESTERN STATES

#### The Chronicle of Higher Education

320 North Tenth Street, Suite A

Sacramento, Calif. 95811

PHONE: (916) 446-3926

Sales Manager: Christopher Leighton

# THE CHRONICLE OF HIGHER EDUCATION

COMMERCIAL RATE CARD NO. 43, EFFECTIVE JANUARY 1, 2009

## THE CHRONICLE OF HIGHER EDUCATION

*The Chronicle of Higher Education*, published weekly, is the No. 1 professional news source for the faculty members, academic officers, business officers, and senior administrators who run America's colleges and universities. Established 1966.

## EDITORIAL CONTENT

*The Chronicle* covers news and trends affecting higher education in the United States, Canada, and abroad. It is written by more than 75 Washington-based reporters and editors and a corps of overseas correspondents.

### The main news section

The main news section covers the latest news and trends in every aspect of university life—from technology and finance to politics and scholarship.

### The Chronicle Review

*The Chronicle Review* publishes provocative essays and commentary by leading scholars and critics on trends and controversies in academic disciplines, on campuses, in the arts, and in culture at large.

### Special Supplements

Throughout the year, *The Chronicle* publishes comprehensive special reports on topics of concern in higher education, such as diversity, architecture, and community colleges.

### Chronicle Careers

As the largest job marketplace for people with advanced degrees, Chronicle Careers reflects the diverse range of academic and administrative opportunities offered in higher education and related fields.

## CIRCULATION

76,695 paid (average for the six months ending June 30, 2008; member, Audit Bureau of Circulations). *Chronicle* subscribers are the decision makers in higher education and represent the full range of leadership positions in college and university administrations and faculties. Many readers pass along their copies to colleagues—total readership is nearly 325,000.\*

Subscription, \$82.50 per year.

\*The Chronicle of Higher Education Subscriber Profile by Target Research Group, 2006 (4.6 readers per copy).

## BLACK-AND-WHITE ADVERTISING RATES

	1×	6×	12×	18×	24×	36×	48×
Tabloid page	\$11,315	\$10,920	\$10,635	\$10,295	\$9,955	\$9,620	\$9,050
4/5 page	10,525	10,155	9,895	9,580	9,260	8,945	8,420
3/5, jr	8,315	8,025	7,815	7,565	7,315	7,070	6,650
1/2 page	6,720	6,485	6,315	6,115	5,915	5,710	5,375
2/5 page	5,510	5,315	5,180	5,015	4,850	4,685	4,410
1/5 page	2,875	2,775	2,705	2,615	2,530	2,445	2,300
1/2 col	1,515	1,460	1,425	1,380	1,335	1,290	1,210
1/4 col	800	770	750	730	705	680	640

## FOUR-COLOR ADVERTISING RATES

Four-color cost over basic black-and-white rate: \$4,345 per page or portion thereof. Four-color ads must be half-page or larger. Four-color spreads will be billed as two four-color pages. Metallic and non-process color inks are not available.

	1×	6×	12×	18×	24×	36×	48×
Tabloid page	\$15,660	\$15,265	\$14,980	\$14,640	\$14,300	\$13,965	\$13,395
4/5 page	14,870	14,500	14,240	13,925	13,605	13,290	12,765
3/5, jr	12,660	12,370	12,160	11,910	11,660	11,415	10,995
1/2 page	11,065	10,830	10,660	10,460	10,260	10,055	9,720

## INTERNET ADVERTISING

*The Chronicle's* Web site, Chronicle.com, is updated daily with breaking news, features on information technology, and many other services. Please contact your sales representative or visit [Chronicle.com/advertising](http://Chronicle.com/advertising) for information on *The Chronicle's* extensive offering of digital marketing solutions.

## ISSUE AND CLOSING DATES

The *Chronicle* is dated Friday and mailed on the preceding Friday. To insure fast delivery throughout the country, it is air-shipped to post offices in the Far West, Alaska, and Hawaii.

2009		
ISSUE DATE	COLOR CLOSING DATE	B&W CLOSING DATE
Jan. 9	Fri., Dec. 19	Fri. Dec. 19
Jan. 16	Mon., Dec. 29	Mon., Jan. 5
Jan. 23	Mon., Jan. 5	Mon., Jan. 12
Jan. 30	Fri., Jan. 9	Fri., Jan. 16
Feb. 6	Fri., Jan. 16	Mon., Jan. 26
Feb. 13	Mon., Jan. 26	Mon., Feb. 2
Feb. 20	Mon., Feb. 2	Mon., Feb. 9
Feb. 27	Fri., Feb. 6	Fri., Feb. 13
Mar. 6	Fri., Feb. 13	Mon., Feb. 23
Mar. 13	Mon., Feb. 23	Mon., Mar. 2
Mar. 20	Mon., Mar. 2	Mon., Mar. 9
Mar. 27	Mon., Mar. 9	Mon., Mar. 16
April 3	Mon., Mar. 16	Mon., Mar. 23
April 10	Mon., Mar. 23	Mon., Mar. 30
April 17	Mon., Mar. 30	Mon., April 6
April 24	Mon., April 6	Mon., April 13
May 1	Mon., April 13	Mon., April 20
May 8	Mon., April 20	Mon., April 27
May 15	Mon., April 27	Mon., May 4
May 22	Mon., May 4	Mon., May 11
May 29*	Mon., May 11	Mon., May 18
June 12	Fri., May 22	Mon., June 1
June 26	Mon., June 8	Mon., June 15
July 10	Mon., June 22	Mon., June 29
July 24	Mon., July 6	Mon., July 13
Aug. 7	Mon., July 20	Mon., July 27
PUBLISHING BREAK		
Aug. 28 <sup>†</sup>	Almanac—see below	
Sept. 4 <sup>††</sup>	Fri., Aug. 14	Fri., Aug. 21
Sept. 11	Mon., Aug. 24	Mon., Aug. 31
Sept. 18	Fri., Aug. 28	Fri., Sept. 4
Sept. 25	Fri., Sept. 4	Mon., Sept. 14
Oct. 2	Mon., Sept. 14	Mon., Sept. 21

The closing date for black-and-white advertising is Monday—4 days before the mailing date (11 days prior to the cover date). *Color ads close one week preceding the black-and-white close.*

2009		
ISSUE DATE	COLOR CLOSING DATE	B&W CLOSING DATE
Oct. 9	Mon., Sept. 21	Mon., Sept. 28
Oct. 16	Mon., Sept. 28	Mon., Oct. 5
Oct. 23	Mon., Oct. 5	Mon., Oct. 12
Oct. 30	Mon., Oct. 12	Mon., Oct. 19
Nov. 6	Mon., Oct. 19	Mon., Oct. 26
Nov. 13	Mon., Oct. 26	Mon., Nov. 2
Nov. 20	Mon., Nov. 2	Mon., Nov. 9
Nov. 27	Mon., Nov. 9	Mon., Nov. 16
Dec. 4	Fri., Nov. 13	Fri., Nov. 20
Dec. 11	Mon., Nov. 23	Mon., Nov. 30
Dec. 18	Mon., Nov. 30	Mon., Dec. 7
PUBLISHING BREAK		
2010		
ISSUE DATE	COLOR CLOSING DATE	B&W CLOSING DATE
Jan. 8	Fri., Dec. 18	Fri., Dec. 18
Jan. 15	Mon., Dec. 28	Mon., Jan. 4
Jan. 22	Mon., Jan. 4	Mon., Jan. 11
Jan. 29	Fri., Jan. 8	Fri., Jan. 15
Feb. 5	Fri., Jan. 15	Mon., Jan. 25
Feb. 12	Mon., Jan. 25	Mon., Feb. 1
Feb. 19	Mon., Feb. 1	Mon., Feb. 8
Feb. 26	Fri., Feb. 5	Fri., Feb. 12
Mar. 5	Fri., Feb. 12	Mon., Feb. 22
Mar. 12	Mon., Feb. 22	Mon., Mar. 1
Mar. 19	Mon., Mar. 1	Mon., Mar. 8
Mar. 26	Mon., Mar. 8	Mon., Mar. 15
April 2	Mon., Mar. 15	Mon., Mar. 22
April 9	Mon., Mar. 22	Mon., Mar. 29
April 16	Mon., Mar. 29	Mon., April 5
April 23	Mon., April 5	Mon., April 12
April 30	Mon., April 12	Mon., April 19
May 7	Mon., April 19	Mon., April 26
May 14	Mon., April 26	Mon., May 3

## SPECIAL ISSUES

<sup>†</sup> **Almanac of Higher Education:** Published as a special annual edition, the Almanac is the definitive source for higher-education statistics, including national overviews, state profiles, and trends in every area of the operation and management of colleges and universities. It is an indispensable resource for *Chronicle* readers.

**Almanac deadlines:** The Almanac will be dated August 28, 2009, and mailed on Friday, August 21.

	COLOR CLOSING DATE	B&W CLOSING DATE
COVERS	Mon., July 20	Mon., July 20
INSIDE PAGES	Mon., July 27	Mon., Aug. 3

Cover positions available at a 15% premium.

\* The *Chronicle* begins its summer publishing schedule after the May 29 issue. During this time The *Chronicle* will be published every other week. The regular publishing schedule resumes with the August 28 issue.

<sup>††</sup> **Academic Year Kickoff Issue:** The premiere news issue of the fall and a signal event at the start of the new academic year, the Academic Year Kickoff Issue is the ideal place to highlight your company's products and services.

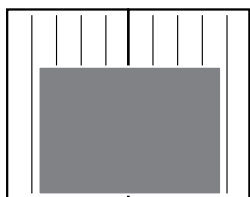
**Academic Year Kickoff Issue deadlines:**

	COLOR CLOSING DATE	B&W CLOSING DATE
SEPT. 4	Fri., Aug. 14	Fri., Aug. 21

## RECOMMENDED AD SIZES



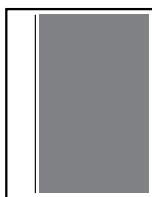
**TABLOID-PAGE SPREAD**  
21½" wide  
× 13½" deep  
\$22,630 B&W  
\$31,320 4-color



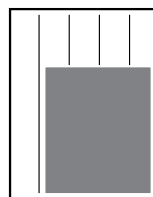
**JUNIOR-PAGE SPREAD**  
17¼" wide  
× 10" deep  
\$16,630 B&W  
\$25,320 4-color



**TABLOID PAGE**  
10¼" wide  
× 13½" deep  
\$11,315 B&W  
\$15,660 4-color



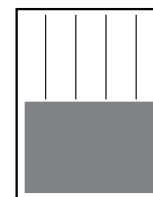
**4/5 PAGE**  
8½" wide  
× 13½" deep  
\$10,525 B&W  
\$14,870 4-color



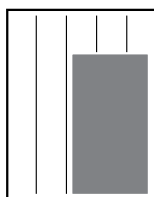
**JUNIOR PAGE**  
8½" wide  
× 10" deep  
\$8,315 B&W  
\$12,660 4-color



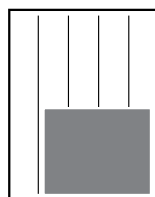
**3/5 PAGE**  
6" wide  
× 13½" deep  
\$8,315 B&W  
\$12,660 4-color



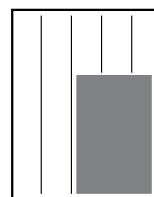
**1/2 PAGE**  
10¼" wide  
× 6½" deep  
\$6,720 B&W  
\$11,065 4-color



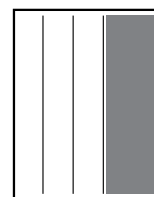
6" wide  
× 10" deep  
\$5,975 B&W



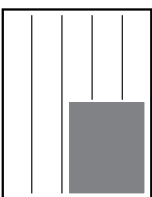
**2/5 PAGE**  
8½" wide  
× 6½" deep  
\$5,510 B&W



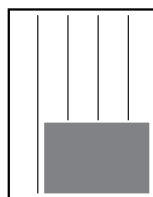
**2/5 PAGE**  
6" wide  
× 9" deep  
\$5,510 B&W



**2/5 PAGE**  
4" wide  
× 13½" deep  
\$5,510 B&W



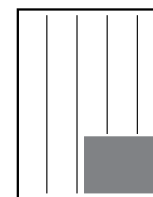
6" wide  
× 6½" deep  
\$4,130 B&W



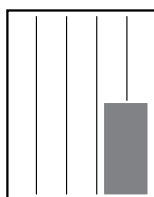
8½" wide  
× 5" deep  
\$4,080 B&W



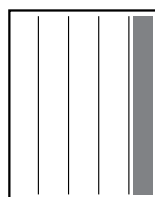
4" wide  
× 10" deep  
\$4,080 B&W



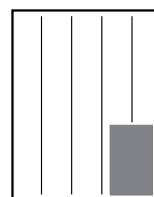
**1/5 PAGE**  
6" wide  
× 4½" deep  
\$2,875 B&W



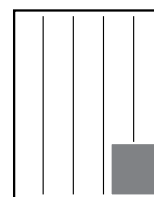
**1/5 PAGE**  
4" wide  
× 6½" deep  
\$2,875 B&W



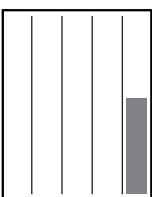
**1/5 PAGE**  
1½" wide  
× 13½" deep  
\$2,875 B&W



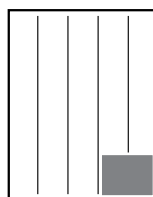
4" wide  
× 5" deep  
\$2,130 B&W



4" wide  
× 4" deep  
\$1,705 B&W



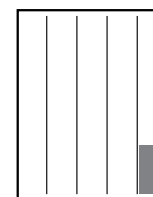
**1/2 COLUMN**  
1½" wide  
× 6½" deep  
\$1,515 B&W



4" wide  
× 3" deep  
\$1,345 B&W



4" wide  
× 2" deep  
\$985 B&W



**1/4 COLUMN**  
1¼" wide  
× 3¼" deep  
\$800 B&W

## FREQUENCY RATES, SHORT RATES, AND REBATES

Contracts for multiple insertions of advertising will earn substantial discounts, as indicated in the rate tables on page 1. Discounts are determined by the number of insertions contracted for and used during any 12-month period. If fewer than the contracted number of insertions are used, payment of the higher rate for the number actually used ("short rate") will be due at the end of the contract period. If enough additional insertions are used to qualify for a discount, a cumulative refund ("rebate") will be applied to the cost of the advertisement that meets the requirement.

To earn a discount for a schedule that includes advertisements of different sizes, the smallest ad may not be less than half the size of the largest ad.

A double-page spread (consisting of either junior or tabloid pages) counts as two insertions.

## AGENCY COMMISSION

A commission equal to 15% of the gross billing—not including charges for typesetting, illustrations, and other special services, which are non-commissionable—is allowed to recognized advertising agencies that are listed in the Standard Directory of Advertising Agencies or are members of recognized agency associations. Payment is due upon receipt of invoice. Agency discounts are not available on publisher-set ads. Commissions are not allowed on invoices that are 60 days past due.

## TERMS AND CONDITIONS

All advertisers and their agencies placing advertisements in *The Chronicle of Higher Education* must agree to abide by *The Chronicle's* terms and conditions for advertising. To review them, please go to [Chronicle.com/advertising/adv/terms.htm](http://Chronicle.com/advertising/adv/terms.htm)

Only publication of an advertisement shall constitute final acceptance of the advertiser's order.