

# THE CHRONICLE OF HIGHER EDUCATION

SPECIAL CATEGORY RATE CARD NO. 43SC, 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. It is written by more than 60 Washington-based reporters and editors and a corps of overseas correspondents. Established 1966.

## SPECIAL CATEGORIES

*The Chronicle* welcomes the advertising of nonprofit associations and institutions for announcements, calls for papers, commentaries, conferences, degree programs, fellowships, grants, institutes, matching-fund announcements, membership drives, non-commercial Web sites, opinions, overseas programs, prizes, seminars, and workshops. The special rates in this brochure apply only to such advertising. For information on other types of advertising, including image advertising for colleges and universities, please call (202) 466-1080.

## CIRCULATION

76,695 paid (average for the six months ending June 30, 2008; member, Audit Bureau of Circulations). 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

TABLOID PAGE	4/5 PAGE	3/5, JR PAGE	1/2 PAGE
\$6,505	\$5,310	\$4,200	\$3,435
2/5 PAGE	1/5 PAGE	1/2 COLUMN	1/4 COLUMN
\$2,840	\$1,530	\$815	\$415

**Special discounts:** Place the same ad in two issues and get 10% off the second insertion. Place the same ad in three or more issues and get 15% off on all but the first insertion.

Note: The first insertion is always charged the full rate, and no copy changes are allowed for subsequent insertions. Ads that benefit from the above discounts cannot be counted toward other frequency discounts.

**Color premium:** Four-color cost over basic black-and-white rate is \$2,325 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.

## INTERNET ADVERTISING

Since 1993, *The Chronicle's* Web site—Chronicle.com—has been the most comprehensive online resource for faculty members and administrators. Please contact your sales representative for more information on e-mail newsletter and banner-advertising opportunities.

## SPECIAL ISSUES

### EVENTS IN ACADEME

Published every February this unique pull-out supplement presents comprehensive listings of hundreds of meetings, conferences, seminars, virtual meetings, and workshops scheduled for the six months ahead. For readers, each "Events" issue is an indispensable guide to what's going on—and coming up—in higher education.

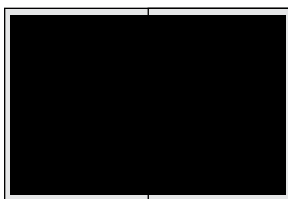
ISSUE DATE	DEADLINE
February 20	Monday, January 26
August 7	Monday, July 20

### ACADEMIC YEAR KICKOFF ISSUE

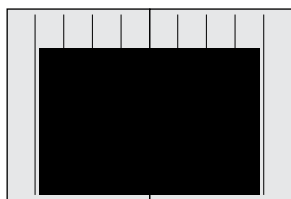
The premiere news issue of the fall and a signal event at the start of the new academic year, the Academic Year Kickoff Issue is the perfect opportunity to reinforce the dates of your forthcoming events and deadlines to new and returning faculty members and administrators.

ISSUE DATE	COLOR DEADLINE	BLACK-AND-WHITE DEADLINE
September 4	Friday, August 14	Friday, August 21

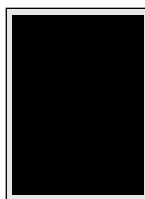
RECOMMENDED AD SIZES



**TABLOID-PAGE SPREAD**  
 21½" wide × 13½" deep  
 \$13,010 B&W  
 \$17,660 4-color



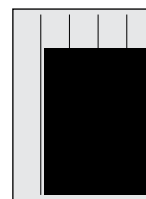
**JUNIOR-PAGE SPREAD**  
 17¼" wide × 10" deep  
 \$8,400 B&W  
 \$13,050 4-color



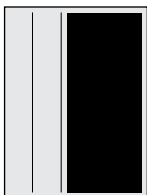
**TABLOID PAGE**  
 10¼" wide × 13½" deep  
 \$6,505 B&W  
 \$8,830 4-color



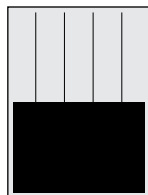
**4/5 PAGE**  
 8⅝" wide × 13½" deep  
 \$5,310 B&W  
 \$7,635 4-color



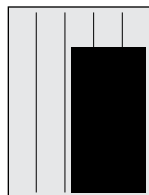
**JUNIOR PAGE**  
 8⅝" wide × 10" deep  
 \$4,200 B&W  
 \$6,525 4-color



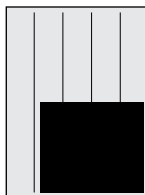
**3/5 PAGE**  
 6" wide × 13½" deep  
 \$4,200 B&W  
 \$6,525 4-color



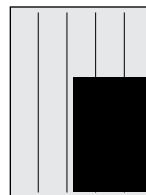
**1/2 PAGE**  
 10¼" wide × 6⅝" deep  
 \$3,435 B&W  
 \$5,760 4-color



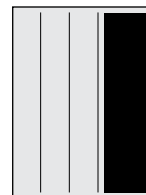
6" wide × 10" deep  
 \$3,055 B&W



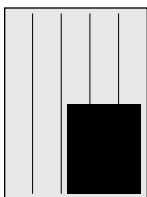
**2/5 PAGE**  
 8⅝" wide × 6⅝" deep  
 \$2,840 B&W



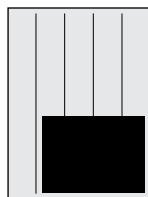
**2/5 PAGE**  
 6" wide × 9" deep  
 \$2,840 B&W



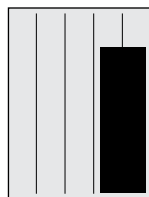
**2/5 PAGE**  
 4" wide × 13½" deep  
 \$2,840 B&W



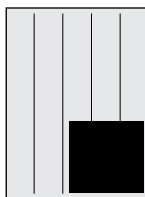
6" wide × 6⅝" deep  
 \$2,130 B&W



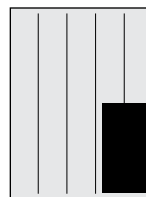
8⅝" wide × 5" deep  
 \$2,105 B&W



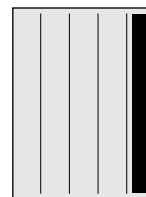
4" wide × 10" deep  
 \$2,105 B&W



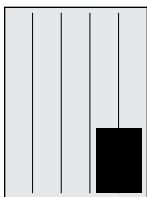
**1/5 PAGE**  
 6" wide × 4½" deep  
 \$1,530 B&W



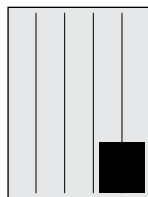
**1/5 PAGE**  
 4" wide × 6⅝" deep  
 \$1,530 B&W



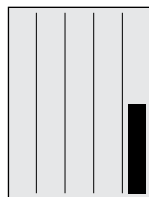
**1/5 PAGE**  
 1⅞" wide × 13½" deep  
 \$1,530 B&W



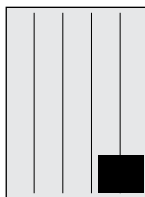
4" wide × 5" deep  
 \$1,135 B&W



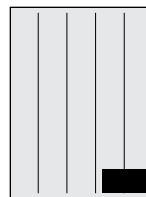
4" wide × 4" deep  
 \$910 B&W



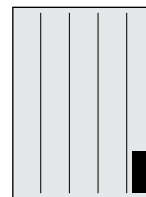
**1/2 COLUMN**  
 1⅞" wide × 6⅝" deep  
 \$815 B&W



4" wide × 3" deep  
 \$725 B&W



4" wide × 2" deep  
 \$510 B&W



**1/4 COLUMN**  
 1⅞" wide × 3¼" deep  
 \$415 B&W

**ISSUE AND CLOSING DATES**

*The Chronicle*, with 49 issues per year, offers unusual speed to its advertisers. Each issue is dated Friday and mailed on the preceding Friday. To insure fast delivery throughout the United States, it is air-shipped to post offices in the Far West, Alaska, and Hawaii. The closing date for black-and-white advertising and for camera-ready black-and-white materials is Monday—4 days before the mailing date (11 days prior to the cover date of the issue). Color ads close one week preceding the black-and-white deadline.

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
Aug. 7**	Mon., July 20	Mon., July 27
Aug. 14	Mon., July 27	Mon., Aug. 3
PUBLISHING BREAK		
Aug. 28†	Almanac—see below	
Sept. 4††	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

2009		
ISSUE DATE	COLOR CLOSING DATE	B&W CLOSING DATE
Oct. 2	Mon., Sept. 14	Mon., Sept. 21
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

\* *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.

\*\* Events in Adaceme—see page 1 for details.

† Almanac of Higher Education (special issue—no news sections)

†† Academic Year Kickoff Issue—see page 1 for details.

## 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 $\frac{1}{2}$ ".

**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.

**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).

### DIGITAL AD SUBMISSIONS

**Platform:** Macintosh only    **Media:** CD-ROM

**File formats:** Adobe PDF files preferred; QuarkXPress and InDesign files also accepted. Make sure the document size is 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.

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

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

### PUBLISHER-SET ADS

If you are unable to submit your black-and-white ad in camera-ready, electronic format, *The Chronicle* will design and typeset simple layouts without charge. Extra services will be charged at the normal rates. Agency discounts are not available on publisher-set ads.

Furnish your copy, along with a sample layout, a logo or other graphic, and any special instructions to us. If possible, provide us with an electronic version of your text (in Microsoft Word or txt format) and logos or graphics (in tiff or eps format). Please note that faxed copies of logos and graphics are not acceptable. Upon request, a proof will be sent for approval (please supply your e-mail address).

**SAVE the DATE**



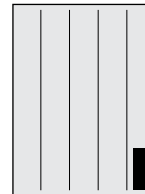
Association of College Administrators and Deans

Our 17<sup>th</sup> Annual Conference will be held November 11-13, 2009 in Plantation, Florida

For more information, please visit <http://www.acad.org> or e-mail [stefanie.wortzel@acad.org](mailto:stefanie.wortzel@acad.org)


The typewritten text blocks on these pages will give you an idea of how much ad copy fits comfortably in various sizes of advertisements.

Save the Date  
 ACAD  
 Association of College Administrators and Deans  
 Our 17th Annual Conference  
 will be held  
 November 11-13, 2009  
 in Plantation, Florida  
 For more information,  
 please visit <http://www.acad.org>  
 or e-mail [stefanie.wortzel@acad.org](mailto:stefanie.wortzel@acad.org)



1/4 COLUMN  
 1 7/8" wide ×  
 3 1/4" deep  
 \$415 B&W

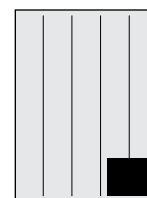
**HALSEY UNIVERSITY**  
 ROME CENTER



**CENTER FOR CLASSICAL STUDIES**

The Center for Classical Studies welcomes applications for scholars who wish to be in residence at the Rome Center during part or all of 2009-2010. Applicants should hold a doctorate or the equivalent in the fields of archaeology or art history and speak fluent Italian. ✦ Letters of application should be accompanied by a curriculum vitae and a five-page research proposal. These should be sent along with two letters of recommendation to: Terry Kirk, Director, Halsey University Rome Center, Via della Spiga 7, Rome 00153, Italy. Applications should be received by June 3, 2009. Awards will be announced in July. ✦ Preliminary inquiries may be directed to the Center at (011) 39-6-3805847, or e-mailed to [tk@halseyu.it](mailto:tk@halseyu.it).

Halsey University Rome Center  
 The Center for Classical Studies welcomes applications for scholars who wish to be in residence at the Rome Center during part or all of 2009-2010. Applicants should hold a doctorate or the equivalent in the fields of archaeology or art history and speak fluent Italian.  
 Letters of application should be accompanied by a curriculum vitae and a five-page research proposal. These should be sent along with two letters of recommendation to: Terry Kirk, Director, Halsey University Rome Center, Via della Spiga 7, Rome 00153, Italy. Applications should be received by June 3, 2009. Awards will be announced in July. Preliminary inquiries may be directed to the Center at (011) 39-6-3805847, or e-mailed to [tk@halseyu.it](mailto:tk@halseyu.it).



4" wide ×  
 3" deep  
 \$725 B&W

THE 9<sup>TH</sup> INTERNATIONAL CONFERENCE  
ON  
**Assessing Quality  
in Higher Education**

August 16 - 18, 2009  
The Mayflower Hotel • New York City

Sponsored by: **Connolly University**  
in association with **L&N Associates**  
Sydney, Australia

**Call for Papers**

To promote international dialogue among assessment leaders, you are invited to submit a proposal for a 45-minute presentation that demonstrates new technological tools for assessment or presents a case study for applications of quality assessment.

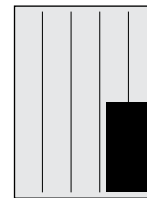
**Topics include:** International Aspects of Quality, Quality and Links with Industry, Ethical Dimensions of Quality, Quality and Professional Growth, Total Quality Management in Higher and Further Education, Assessment of Learning, Assessment of Institutions, Quality and Institutional Research, Quality and Funding.

The conference will also feature invited speakers from Australia, the United Kingdom, and the United States. The keynote address will be delivered by Claudia Maittlen-Harris of L&N Associates.

The deadline for proposals is **March 20, 2009**. Send a 250-word abstract, along with the 2-page proposal, a curriculum vitae, and two letters of recommendation to:

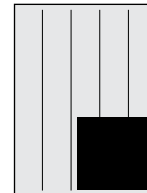
**Joann Powell, Director, Quality Assessment Institute,  
Connolly University,  
8 Washington Square  
New York, NY 10014  
Telephone: (212) 509-2426  
Fax: (212) 509-2687  
E-mail: [jpowell@connolly.edu](mailto:jpowell@connolly.edu)**

The 9th International Conference on Assessing Quality in Higher Education, August 16-18, 2009, The Mayflower Hotel, New York City.  
Sponsored by: Connolly University in association with L&N Associates, Sydney, Australia  
Call for papers  
To promote international dialogue among assessment leaders, you are invited to submit a proposal for a 45-minute presentation that demonstrates new technological tools for assessment or presents a case study for applications of quality assessment.  
Topics include: International Aspects of Quality, Quality and Links with Industry, Ethical Dimensions of Quality, Quality and Professional Growth, Total Quality Management in Higher and Further Education, Assessment of Learning, Assessment of Institutions, Quality and Institutional Research, Quality and Funding.  
The conference will also feature invited speakers from Australia, the United Kingdom, and the United States. The keynote address will be delivered by Claudia Maittlen-Harris of L&N Associates.  
The deadline for proposals is March 20, 2009. Send a 250-word abstract, along with the 2-page proposal, a curriculum vitae, and two letters of recommendation to: Joann Powell, Director, Quality Assessment Institute, Connolly University, 8 Washington Square, New York, NY 10014, Telephone: (212) 509-2426, Facsimile: (212) 509-2687, E-mail: [jpowell@connolly.edu](mailto:jpowell@connolly.edu).

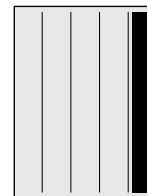


1/5 PAGE  
4" wide ×  
6<sup>5</sup>/<sub>8</sub>" deep  
\$1,530 B&W

This size may also be designed as shown here:



1/5 PAGE  
6" wide ×  
4<sup>1</sup>/<sub>2</sub>" deep  
\$1,530 B&W



1/5 PAGE  
1<sup>7</sup>/<sub>8</sub>" wide ×  
13<sup>1</sup>/<sub>2</sub>" deep  
\$1,530 B&W

## 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.

## GENERAL CONDITIONS

**A.** Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, the advertiser and its agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claims arising out of publication.

**B.** All contents of advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. The publisher reserves the right to insert the word "Advertisement" above and/or below any copy. Only publication of an advertisement shall constitute final acceptance of the advertiser's order.

**C.** Advertisements not received by the closing date will not be subject to approval or revision by the advertiser or its agency.

**D.** Cancellations or changes in orders must be received in writing by the closing date. Cancellation of space order forfeits the right to position protection.

**E.** Positioning of advertisements is at the discretion of the publisher. The publisher reserves the right to give better position than specified in the order, at no increase in rate.

**F.** The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

**G.** The advertiser and/or its advertising agency shall be jointly and severally liable for all moneys due and payable to the publisher for advertising which the advertiser or its agency ordered and which was published.

**H.** The 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.

**I.** The publisher shall have no liability for errors in key codes, although allowances may be made in case of publisher's error.

**J.** Individuals or organizations not known to *The Chronicle* are required to pay in advance for their first insertion.

**K.** Unless specifically agreed to in writing by the publisher, the provisions of this rate card shall supersede and control any contrary provision of any contract, insertion order, or copy instructions.

**L.** Because of breaking news and press capacity, an issue may occasionally be filled before all advertising has been accommodated. In that rare event *The Chronicle* will make a good-faith effort to accommodate advertising in the order of receipt of written insertion orders, and will promptly notify clients whose advertising has had to be omitted.

**M.** *The Chronicle* requires that advertisers feature a diversity of racial and ethnic groups in their illustrations.

**HEADQUARTERS**

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