

THE CHRONICLE of Higher Education

CORPORATE CLIENT PRINT RATE CARD

EFFECTIVE: January 1, 2012

N^o 1 NEWS SOURCE

The Chronicle of Higher Education is the **leading professional news source** for faculty members, academic officers, business officers, and senior administrators who run colleges and universities around the world. Established 1966.

Corporate Client Advertising

The Chronicle encourages advertising by companies, businesses, and other firms dedicated to the service of institutions in higher education, for the purposes of building corporate image, establishing brand recognition, promotion of products and services, and many others. The corporate client rates in this brochure apply only to such advertising.

Advocacy Advertising

The Chronicle also welcomes advertising by corporations, associations, institutions, and individuals wishing to promote their causes, political view, opinion statement, or petition.

Advocacy advertising can address legislation, political subjects, the media, competitors, special-interest groups, government agencies, and other issues. A 25% premium to the corporate client advertising rates applies to advocacy advertising.

For information on other types of advertising, including image advertising for institutions, please call (202) 466-1080.

Editorial Content

The Chronicle covers news and trends affecting higher education around the world.

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 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.

Throughout the year, The Chronicle publishes comprehensive **special issues** and **reports** on topics of concern in higher education, such as diversity, online learning, and the academic workplace.

Finally, **Chronicle Careers**, the largest, best-established recruitment-advertising platform in higher education, helps colleges and universities fill more than 33,000 jobs each year.

Advertising Rates

Black & White Advertising Rates

	1X	6X	12X
Tabloid-Page Spread	\$24,000	\$23,280	\$22,585
Junior Spread	17,130	16,530	16,100
Tabloid Page	12,000	11,640	11,295
4/5 Page	11,335	10,995	10,665
3/5 Page	8,590	8,330	8,080
Junior Page	8,525	8,265	8,020
1/2 Page	7,125	6,910	6,705
2/5 Page	5,865	5,690	5,520
1/5 Page	3,120	3,030	2,935
1/2 Column	1,630	1,580	1,535
1/4 Column	850	825	800

Four-Color Advertising Rates

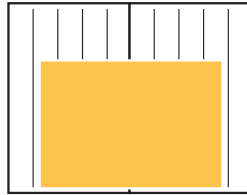
	1X	6X	12X
Tabloid-Page Spread	\$32,950	\$32,230	\$31,535
Junior Spread	26,080	25,480	25,050
Tabloid Page	16,475	16,115	15,770
4/5 Page	15,810	15,470	15,140
3/5 Page	13,065	12,805	12,555
Junior Page	13,000	12,740	12,495
1/2 Page	11,600	11,385	11,180

Four-color cost over basic black-and-white rate: **\$4,475** per page or portion thereof. Four-color spreads will be billed as two four-color pages. Metallic and non-process color inks are not available.

Recommended Ad Sizes



TABLOID-PAGE SPREAD
21½" wide × 13½" deep
\$24,000 B&W
\$32,950 4-color



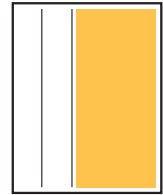
JUNIOR-PAGE SPREAD
17½" wide × 10" deep
\$17,130 B&W
\$26,080 4-color



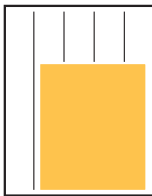
TABLOID PAGE
10½" wide × 13½" deep
\$12,000 B&W
\$16,475 4-color



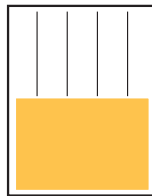
4/5 PAGE
8½" wide × 13½" deep
\$11,335 B&W
\$15,810 4-color



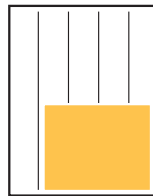
3/5 PAGE
6" wide × 13½" deep
\$8,590 B&W
\$13,065 4-color



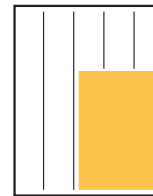
JUNIOR PAGE
8½" wide × 10" deep
\$8,525 B&W
\$13,000 4-color



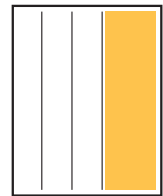
1/2 PAGE
10¾" wide × 6⅝" deep
\$7,125 B&W
\$11,600 4-color



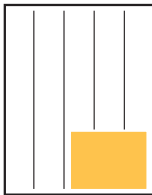
2/5 PAGE
8½" wide × 6⅝" deep
\$5,865 B&W



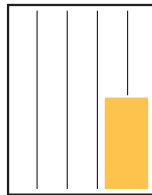
2/5 PAGE
6" wide × 9" deep
\$5,865 B&W



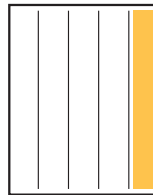
2/5 PAGE
4" wide × 13½" deep
\$5,865 B&W



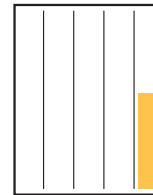
1/5 PAGE
6" wide × 4½" deep
\$3,120 B&W



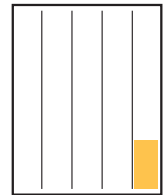
1/5 PAGE
4" wide × 6⅝" deep
\$3,120 B&W



1/5 PAGE
1⅞" wide × 13½" deep
\$3,120 B&W



1/2 COLUMN
1⅞" wide × 6⅝" deep
\$1,630 B&W



1/4 COLUMN
1⅞" wide × 3¾" deep
\$850 B&W

Corporate Client Account Managers

Christopher Leighton
Gerry Kiernan

Director of Production

Gwen Gaiser

Assistant Production Manager

Sonya Scott

Production Associate

Kevin Barber

THE CHRONICLE

Chronicle.com

1255 Twenty-Third Street, N.W., Washington, D.C. 20037

PHONE: (202) 466-1080

FAX: (202) 659-2236

E-MAIL: display@chronicle.com