

THE CHRONICLE of Higher Education

NONPROFIT NOTIFICATION PRINT RATE CARD

EFFECTIVE: January 1, 2012

Nº 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.

Nonprofit Notification

The Chronicle welcomes the advertising of nonprofit associations and institutions for announcements, calls for papers, conferences, degree programs, fellowships, grants, institutes, awards, 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.

Nonprofit Advertising Rates

Black & White Advertising Rates

Tabloid-Page Spread	\$13,200
Junior Spread	9,425
Tabloid Page	6,600
4/5 Page	6,235
Junior Page	4,690
3/5 Page	4,690
1/2 Page	3,920
2/5 Page	3,230
1/5 Page	1,720
1/2 Column	900
1/4 Column	470

Four-Color Advertising Rates

Tabloid-Page Spread	\$18,230
Junior Spread	14,455
Tabloid Page	9,115
4/5 Page	8,750
Junior Page	7,205
3/5 Page	7,205
1/2 Page	6,435

Four-color cost over basic black-and-white rate: **\$2,515** 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.

Editorial Content

The Chronicle covers news and trends affecting higher education in the United States and around the world. It is written by more than 70 reporters and editors and a corps of overseas correspondents.

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.

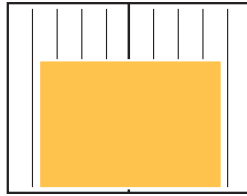
Throughout the year, The Chronicle publishes comprehensive **special issues** and **reports** on topics of concern in higher education, such as diversity, online learning, and the academic workplace.

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.

Recommended Ad Sizes



TABLOID-PAGE SPREAD
21½" wide × 13½" deep
\$13,200 B&W
\$18,230 4-color



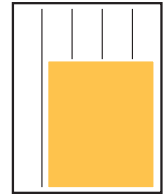
JUNIOR-PAGE SPREAD
17¼" wide × 10" deep
\$9,425 B&W
\$14,455 4-color



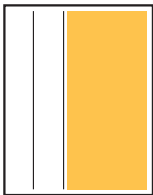
TABLOID PAGE
10½" wide × 13½" deep
\$6,600 B&W
\$9,115 4-color



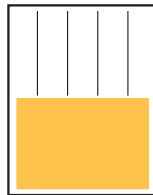
4/5 PAGE
8½" wide × 13½" deep
\$6,235 B&W
\$8,750 4-color



JUNIOR PAGE
8" wide × 10" deep
\$4,690 B&W
\$7,205 4-color



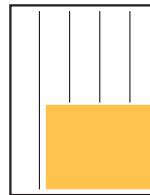
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6" wide × 13½" deep
\$4,690 B&W
\$7,205 4-color



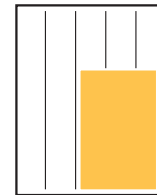
1/2 PAGE
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\$3,920 B&W
\$6,435 4-color



6" wide × 10" deep
\$3,555 B&W



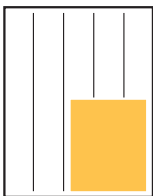
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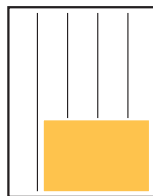
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6" wide × 9" deep
\$3,230 B&W



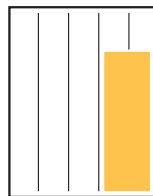
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4" wide × 13½" deep
\$3,230 B&W



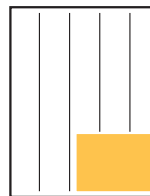
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\$2,415 B&W



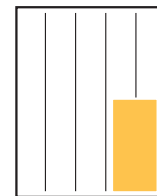
8½" wide × 5" deep
\$2,420 B&W



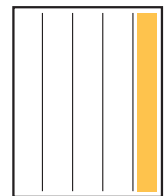
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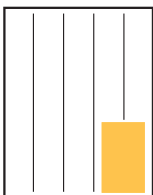
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6" wide × 4½" deep
\$1,720 B&W



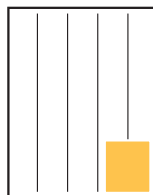
1/5 PAGE
4" wide × 6½" deep
\$1,720 B&W



1/5 PAGE
1½" wide × 13½" deep
\$1,720 B&W



4" wide × 5" deep
\$1,280 B&W



4" wide × 4" deep
\$1,055 B&W



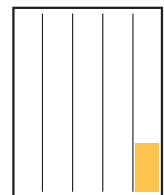
1/2 COLUMN
1½" wide × 6½" deep
\$900 B&W



4" wide × 3" deep
\$835 B&W



4" wide × 2" deep
\$575 B&W



1/4 COLUMN
1" wide × 3½" deep
\$470 B&W

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