

THE CHRONICLE of Higher Education

BOOK & JOURNAL 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.

Book & Journal

The Chronicle's paid subscribers buy an average of 34 books per year and almost half select or recommend books for acquisition by their library or institution. We offer our special discounted book and journal rates exclusively for publishers who wish to reach these active readers.

The special rates in this brochure apply only to such advertising. If you are not a book and journal advertiser, please see the commercial advertising rates. For information on other types of advertising, including image advertising for colleges and universities, please call (202) 466-1080.

Advertising Rates

Black & White Advertising Rates

	1X	6X	12X
Tabloid Page	\$6,000	\$5,820	\$5,650
4/5 Page	5,670	5,500	5,335
3/5 Page	4,295	4,165	4,040
Junior Page	4,265	4,135	4,010
1/2 Page	3,565	3,455	3,355
2/5 Page	2,935	2,845	2,760
1/5 Page	1,560	1,515	1,470
1/2 Column	815	790	770
1/4 Column	425	415	400

Four-Color Advertising Rates

	1X	6X	12X
Tabloid Page	\$8,325	\$8,145	\$7,975
4/5 Page	7,995	7,825	7,660
3/5 Page	6,620	6,490	6,365
Junior Page	6,590	6,460	6,335
1/2 Page	5,890	5,780	5,680

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

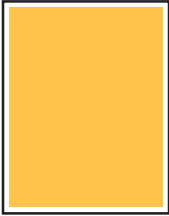
The **main news section** covers the latest news and trends in every aspect of university life—from technology and finance to politics and scholarship.

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.

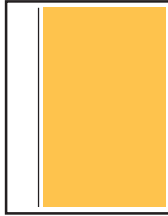
Throughout the year, The Chronicle publishes comprehensive **special issues** and **reports** on key topics that affect higher education, such as diversity, online learning, and the academic workplace.

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

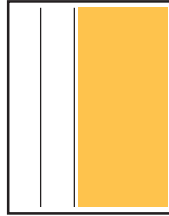
Recommended Ad Sizes



TABLOID PAGE
10 1/4" wide x 13 1/2" deep
\$6,000 B&W
\$8,325 4-color



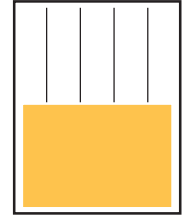
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\$7,995 4-color



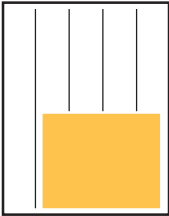
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\$4,295 B&W
\$6,620 4-color



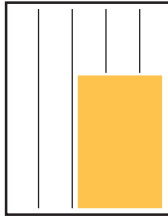
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\$6,590 4-color



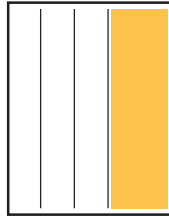
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10 1/4" wide x 6 5/8" deep
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\$5,890 4-color



2/5 PAGE
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\$2,935 B&W



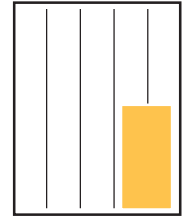
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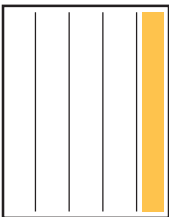
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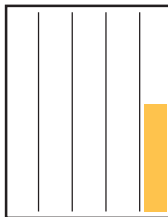
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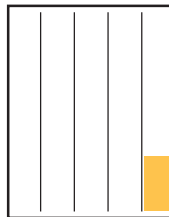
1/5 PAGE
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1/5 PAGE
1 1/2" wide x 13 1/2" deep
\$1,560 B&W



1/2 COLUMN
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\$815 B&W



1/4 COLUMN
1 1/2" wide x 3 1/4" deep
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