One hundred percent of our clientele is higher education leadership, which makes advertising in *The Presidency* a crucial component of our marketing strategy. We advertise in every issue and we get results. I can’t stress enough how much we value our partnership with ACE and *The Presidency* magazine!

KEVIN MATTHEWS, Vice President
Registry for College and University Presidents
Reader Demographics

Presidents, chancellors, provosts, vice presidents, and other senior administrators read The Presidency because it delivers information on trends and practices that help keep their campuses vital, thriving, and successful. In The Presidency, they find the latest education research, discussions about important topics affecting higher education, opinions from thought leaders they respect, analysis of the issues shaping the future of higher education, and insights into the toughest challenges—and greatest solutions—on campuses around the country.

With readers at more than 1,800 colleges and universities, and a total readership of 15,080 higher education professionals, there’s no better way to reach the high-level executives who make the day-to-day decisions at our nation’s colleges and universities.

ENGAGEMENT: Presidency readers engage deeply with the magazine:

- **69%** spend at least 30 minutes reading The Presidency
- **67%** find new practical ideas in the pages of The Presidency

AVAILABLE RESOURCES

75 percent of Presidency readers represent institutions with annual budgets of $50 million or more.

SPENDING AUTHORITY

70 percent of Presidency readers are involved in most or all institutional decisions, including major purchases and service agreements.

*All data drawn from reader survey for The Presidency, May 2014*
**2017 The Presidency Ad Rates**

**Black & White Rates**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,525</td>
<td>$1,415</td>
<td>$1,310</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$1,200</td>
<td>$1,080</td>
<td>$ 990</td>
</tr>
<tr>
<td>Half page</td>
<td>$ 955</td>
<td>$ 880</td>
<td>$ 815</td>
</tr>
<tr>
<td>Third page</td>
<td>$ 640</td>
<td>$ 630</td>
<td>$ 580</td>
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<tr>
<td>Two-page spread</td>
<td>$2,150</td>
<td>$1,985</td>
<td>$1,820</td>
</tr>
<tr>
<td>Half-page spread</td>
<td>$1,525</td>
<td>$1,410</td>
<td>$1,300</td>
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</tbody>
</table>

**Covers**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front</td>
<td>$1,920</td>
<td>$1,775</td>
<td>$1,630</td>
</tr>
<tr>
<td>Inside back</td>
<td>$1,775</td>
<td>$1,625</td>
<td>$1,500</td>
</tr>
<tr>
<td>Outside back</td>
<td>$2,050</td>
<td>$1,915</td>
<td>$1,770</td>
</tr>
</tbody>
</table>

Special positions other than covers can be guaranteed at a 20 percent premium on space and color. Contact the ad sales office for availability.

**Color add to black & white rate**

- Black + one spot color: $575
- Four color process: $935

Save **15 percent** on ad rates!

Become an **ACE Corporate Member** today!

For information on membership, check out the ACE Partnerships and Marketing Opportunities section of this media kit, visit acenet.edu/corporate, or contact the Advancement and Strategic Alliances Office at advancement@acenet.edu.

**CONTACT INFORMATION**

*The Presidency*

Advertising Sales Office

Sue Partyke
advertise@acenet.edu
(540) 374-9100
Fax: (540) 374-9265

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**Deadlines**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservations</th>
<th>Materials Due</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer 2017</td>
<td>March 24, 2017</td>
<td>April 7, 2017</td>
<td>May 31, 2017</td>
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<tr>
<td>Fall 2017</td>
<td>July 3, 2017</td>
<td>July 12, 2017</td>
<td>Sept. 12, 2017</td>
</tr>
</tbody>
</table>

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**Inserts**

Furnished two-sided, preprinted inserts are charged at the full-page B/W rate. In addition, all inserts are charged a non-commissionable bind-in fee of $400.

Odd-sized and multiple-page inserts or those requiring special handling will be individually priced. Contact the ad sales office for more information.

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**Reach Your Target Market**

**TOP DECISION MAKERS READ THE PRESIDENCY**

The Presidency is ACE’s flagship magazine, mailed directly to:

- 2,300 CEOs
- 1,400 CAOs
- 1,300 CFOs

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**Photo courtesy of ACE member institution California State University Northridge.**
**Digital Requirements**

PDF/X-1a or high-resolution CMYK composite PDF files are acceptable. All images must be 300 DPI resolution. All colors and continuous-tone images must be converted to CMYK, offset crop marks by 12 points, embed all fonts, flatten transparencies. DO NOT downsample. Compression should be set at “JPEG High Quality.”

**Live files**—Please include all fonts and placed images with live files.

**Color proofs**—All color ads require two hard-copy, SWOP-certified digital color proofs. If no proof is provided, publisher will not be responsible for incorrect color or color variations.

**Short Rates/Commissions**

Advertisers will be short-rated if, within a 12-month period from date of first insertion, they fail to use the amount of space on which billings have been based. Rate protection will not apply in short-ratings.

A 15 percent commission on space, color, and position will be given to bona fide ad agencies only. No cash discounts. No agency commission on production charges. If payment is not received within 30 days of billing, agency commissions are forfeited. Advertiser and its agency are jointly responsible for payment to *The Presidency* magazine.

**Shipping Instructions**

Send insertion orders, ad inquiries, prepayments, cancellations, and all ad materials and files to our advertising sales office:

Jill Lenahan  
ACE/*The Presidency* magazine  
Partyke Communications  
145 Harrell Road, Suite 119  
Fredericksburg, VA 22405  
(540) 374-9100, ext. 10  
advertise@acenet.edu

*Cover photo courtesy of ACE member institution Washington and Lee University (VA).*