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## **BUILD YOUR INSTITUTION'S BRAND**

Let the world know about the great achievements happening on your campus: the major award honoring your president or institution, important breakthroughs or accomplishments by faculty or students, notable fundraising milestones, prestigious scholarships or awards granted by your college or university, a beloved president's retirement, or a new president's exciting arrival.

Spreading good news about your campus helps elevate its reputation, as well as its success in fundraising, recruitment, and rankings. If you're looking for a new and effective tool for your communications toolbox, consider a Spotlight ad in *The Presidency*.

Published by the American Council on Education, the nation's most prominent association for higher education leaders, *The Presidency* magazine is read closely by top academic executives each quarter. The key to your institution's brand is its reputation among our readers: college and university presidents, chancellors, chief academic officers, and chief financial officers.

There is simply no more effective way to reach this audience, and Spotlight ads are the perfect way to spread the news about the great things happening on your campus.