

The Presidency

2014 Editorial Calendar

Advertising in *The Presidency* pushes your message right to the top: ACE's flagship magazine is the only publication that goes directly to such a large proportion of highly placed higher education leaders. Our themes are based on inside information about what college and university decision makers are most concerned about and interested in.

Issue	Ad Space Deadline	Ad Materials Deadline	Mail Date
Winter 2014	Oct. 4, 2013	Oct. 18, 2013	Dec. 15, 2013
Spring 2014	Dec. 13, 2013	Jan. 8, 2014	Mar. 1, 2014
Summer 2014	Mar. 21, 2014	Apr. 5, 2014	June 1, 2014
Fall 2014	July 3, 2014	July 18, 2014	Sept. 15, 2014

Winter 2014: Accountability

President Obama's plan for an outcome-based higher education rating system is just the latest in a developing trend: Governments and students alike are demanding more accountability in exchange for higher tuition. But many colleges and universities already have robust, long-established measures for tracking their effectiveness. This issue will delve into emerging accountability requirements and highlight best practices for staying ahead of the game.

Spring 2014: Leadership

Resonating deeply and immediately with *The Presidency's* core audience, this issue will explore the seismic shifts in higher education governance, from boards to presidents to faculty: Extensive new partnerships with non-academic organizations, new types of campus leaders, and new sets of board expectations are remapping the postsecondary landscape. This issue will also get bonus distribution at ACE's widely attended Annual Meeting.

Summer 2014: Transitions

Demographics are driving a bumper crop of presidential departures, putting a spotlight on the crucial leadership transitions that can shift an institution into high gear or sink its prospects. Articles will cover the practical considerations and imperatives of moving on and moving up, from alternative leadership arrangements to best practices.

Fall 2014: Competency-Based Higher Education

Higher education is changing all the time, but among all the new practices and learning opportunities, the nascent shift toward competency-based learning may prove to be the most consequential. This issue will update campus decision makers on the latest developments as traditional institutions compete with newer players, extending their reach and scaling up innovations to meet rising demand for credit-hour alternatives.

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“We're a family owned manufacturer, dedicated to keeping the textile industry alive in the USA. It's imperative that we keep our message in front of campus decision makers. *The Presidency* helps us do just that. I originally committed to advertising once a year, but now we're in every issue!”

DONNA HODGES, Vice President, Oak Hall Cap & Gown