



The Presidency

It works for advertisers because it works for readers.

“Because of the positive feedback we have received, Inter-Collegiate Athletic Consulting now takes a full-page ad in every issue. We have the ROI to support it!”

ANDREW FELLINGHAM, Managing Director
Inter-Collegiate Athletic Consulting

ACE American
Council on
Education™

Leadership and Advocacy

acenet.edu

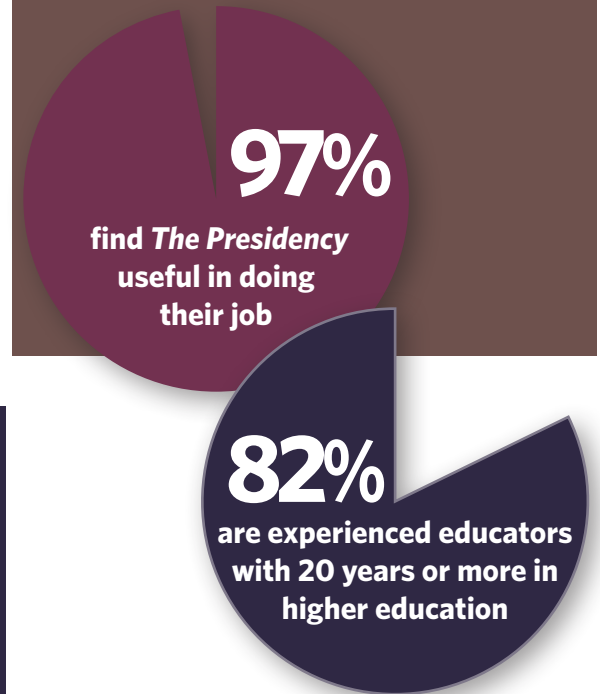
Reader Demographics

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, a glimpse at the issues shaping the future of higher education, and insights on 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 15,600 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.

Readers are responsible for impressive budgets:

- up to \$10 million (11%)
- \$10 million–\$50 million (22%)
- \$50 million–\$100 million (30%)
- more than \$100 million (32%)



1,814	ACE Member Institutions
x 3	Number of copies each member institution receives
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5,442	Member Subscriptions
+ 820	Number of paid subscribers
<hr/>	
6,262	Total subscribers
PLUS	
1.5	Average pass-along
9,393	Pass-along readers
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= 15,655	Total Readership

READERS
spend time with
the magazine

READERS
share and keep
each issue

READERS
are involved in
purchasing

READERS STICK WITH THE *THE PRESIDENCY* MAGAZINE

29% for 10 years or more

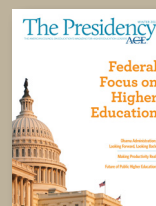
16% for 6-10 years

28% for 3-5 years

TOP LEADERS READ *THE PRESIDENCY* MAGAZINE

79% hold the top job of president or chancellor

12% are vice presidents/vice chancellors



This demographic data is from a 2012 readership survey conducted by ACE.

2013 *The Presidency* Ad Rates

Black & White Rates

	1x	2x	4x
Full page	\$ 1455	\$ 1350	\$ 1250
2/3 page	\$ 1145	\$ 1030	\$ 945
Half page	\$ 910	\$ 840	\$ 775
Third page	\$ 660	\$ 600	\$ 555
Two-page spread	\$ 2050	\$ 1890	\$ 1735
Half-page spread	\$ 1455	\$ 1345	\$ 1240

Covers

Inside front	\$1830	\$1690	\$1550
Inside back	\$1690	\$1545	\$1430
Outside back	\$1950	\$1825	\$1685

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

Color *add to black & white rate*

Black + one spot color \$520

Four color process \$850

Deadlines

Issue	Space Reservations	Materials Due	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

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.

Save **15 percent** on ad rates!

Become an **Alliance Program** member today!

For information on membership, check out the ACE Marketing Opportunities section of this media kit, or contact LaShonne Barnes at (202) 939-9385 or lbarnes@acenet.edu, or Beth Bennett at (202) 939-9474 or bbennett@acenet.edu.

Annual Meeting exhibitors and sponsors also save **15 percent** on ad rates in *The Presidency*! To find out more about the 2014 Annual Meeting, visit aceannualmeeting.org.

CONTACT INFORMATION

The Presidency

Advertising Sales Office

Erin Wooddell
erin.pcomm@gmail.com

Sue Partyke
sue.pcomm@gmail.com

advertise@acenet.edu

(540) 374-9100
Fax: (540) 374-9265



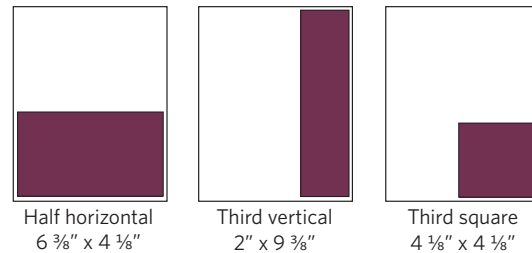
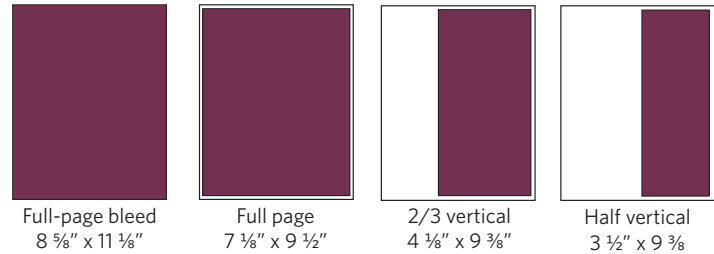
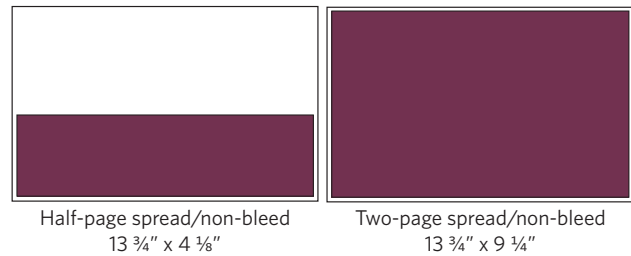
Ad Dimensions

Ads accepted in the specified dimensions only.

Size	Dimensions
Full-page bleed	8 5/8" x 11 1/8"
Full page	7 1/8" x 9 1/2"
2/3 vertical	4 1/8" x 9 3/8"
Half vertical	3 1/2" x 9 3/8"
Half horizontal	6 3/8" x 4 1/8"
Third vertical	2" x 9 3/8"
Third square	4 1/8" x 4 1/8"
Two-page spread/non-bleed	13 3/4" x 9 1/4"
Half-page spread/non-bleed	13 3/4" x 4 1/8"

Production Information

Printing:	Web offset
Binding:	Saddle stitch
Trim size:	8 3/8" x 10 7/8"
Live area:	7 3/8" x 9 7/8"



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:

Erin Wooddell
ACE/*The Presidency* magazine
Partyke Communications
145 Harrell Road, Suite 119
Fredericksburg, VA 22405
(540) 374-9100, ext. 11
advertise@acenet.edu

Terms and Agreements

The publisher reserves the right to refuse any advertising for any reason, at its sole discretion. Advertiser and agency assume liability for all content, including text, representation, images, and illustrations in advertising published, and also assume responsibility for any claims arising therefrom against the publisher, including costs associated with defending claims. The publisher does not guarantee any given level of circulation or readership for any advertisement. The publisher assumes no liability for failure, for any cause, to insert an advertisement.

Payment is due 30 days from date of invoice. Frequency discounts are based on the number of insertions within a 12-month period. A contract (except for covers and guaranteed positions) or insertion order may be cancelled or suspended only when written notice is received by the ad sales office before the space closing date of the first cancelled issue. Rates for completed issues will be adjusted to reflect the actual number of insertions completed.

Unless premium positions are reserved in writing, ad placement is at the discretion of the editors.

No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher's stated policies will be binding on the publisher.