

The Presidency

It works for advertisers because it works for readers.

“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

ACE[®] American
Council on
Education[®]
Leadership and Advocacy

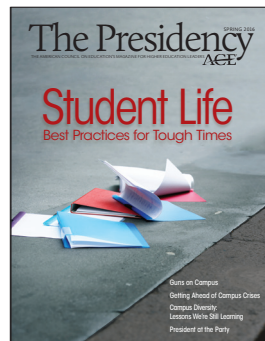
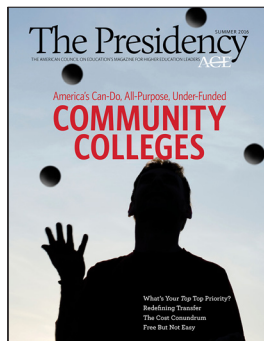
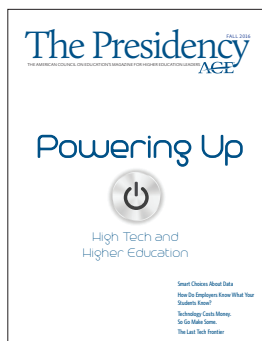
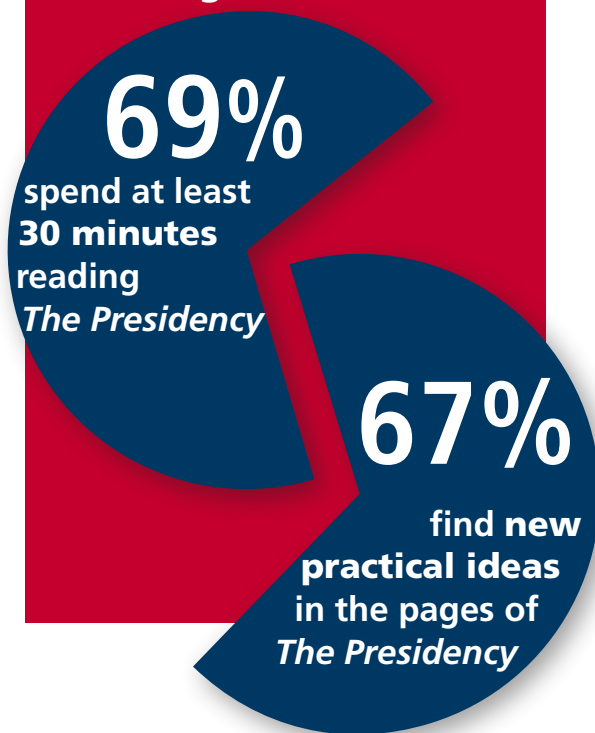
acenet.edu | advertise@acenet.edu

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, 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:



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

	1x	2x	4x
Full page	\$ 1,525	\$ 1,415	\$ 1,310
2/3 page	\$ 1,200	\$ 1,080	\$ 990
Half page	\$ 955	\$ 880	\$ 815
Third page	\$ 640	\$ 630	\$ 580
Two-page spread	\$ 2,150	\$ 1,985	\$ 1,820
Half-page spread	\$ 1,525	\$ 1,410	\$ 1,300

Covers

	1x	2x	4x
Inside front	\$ 1,920	\$ 1,775	\$ 1,630
Inside back	\$ 1,775	\$ 1,625	\$ 1,500
Outside back	\$ 2,050	\$ 1,915	\$ 1,770

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

Deadlines

Issue	Space Reservations	Materials Due	Mail Date
Winter 2017	Oct. 3, 2016	Oct. 14, 2016	Dec. 12, 2016
Spring 2017	Dec. 2, 2016	Dec. 19, 2016	March 3, 2017
Summer 2017	March 24, 2017	April 7, 2017	May 31, 2017
Fall 2017	July 3, 2017	July 12, 2017	Sept. 12, 2017

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 **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



Photo courtesy of ACE member institution California State University Northridge.

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

Ad Dimensions

Ads accepted in the specified dimensions only.

Size	Dimensions
Full-page bleed	8.875" x 11.375"
Full page	7.125" x 9.5"
2/3 vertical	4.125" x 9.375"
Half vertical	3.5" x 9.375"
Half horizontal	6.375" x 4.125"
Third vertical	2" x 9.375"
Third square	4.125" x 4.125"
Two-page spread/non-bleed	13.75" x 9.25"
Half-page spread/non-bleed	13.75" x 4.125"

Production Information

Printing:	Web offset
Binding:	Saddle stitch
Trim size:	8.375" x 10.875"
Live area:	7.375" x 9.875"



Full-page bleed

8.875" x 11.375"

Bleeds: 0.25" bleeds on all sides

Full-page trim size: 8.375" x 10.875"

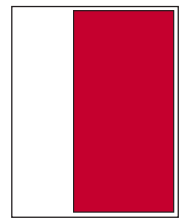
Live area: 7.125" x 9.5"

Keep live matter at least .375" from trim.



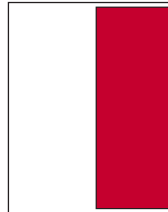
Full page non-bleed

7.125" x 9.5"



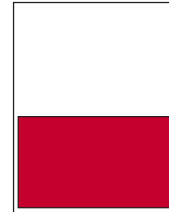
2/3 vertical non-bleed

4.125" x 9.375"



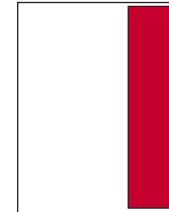
Half vertical non-bleed

3.5" x 9.375"



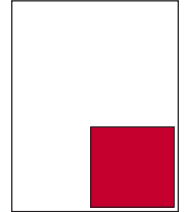
Half horizontal non-bleed

6.375" x 4.125"



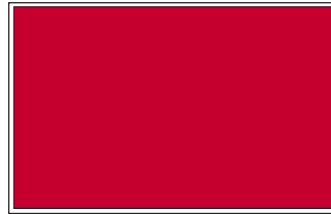
Third vertical non-bleed

2" x 9.375"



Third square non-bleed

4.125" x 4.125"



Two-page spread non-bleed

13.75" x 9.25"



Half-page spread non-bleed

13.75" x 4.125"

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

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.

ACE® American
Council on
Education®
Leadership and Advocacy