

Mechanical Specifications

▶ Page Specifications

- **Publication trim size:** 11-3/8" wide x 15" deep
- **Screen:** 150-line screen @ 300dpi
- **Page format:** 5 columns
- **Live page size:** 10-1/8" wide, 13-1/2" deep
- **Gutter:** 1"
- **Bleed:** Not accepted
- **Kind of printing:** Web offset
- **Depth of column:** 13-1/2" or 81 picas
- **Paper stock:** Newsprint
- **Alterations Charges:** \$75/hour.

▶ Electronic Files

- Send high-resolution PDF file to ads@ccweek.com

Advertising Policy

The publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to the publisher for advertising that the advertiser or its agency ordered and which was published. All contents of advertisements are subject to the publisher's approval. The publisher reserves the right to cancel or reject any advertisement, insertion order, space reservation, or position commitment at any time without cause. Publisher also reserves the right to insert words "Position Announcements" or position title above and/or below any copy. Only publication of an advertisement shall constitute final acceptance of the advertiser's order.

▶ Agency Commission

A commission equal to 15% of the gross billing for supplied press-ready ads is allowed to advertising agencies listed in the Standard Directory of Advertising Agencies or members of recognized agency associations.

NOTE:

No agency commission will be paid on ads that require typesetting, illustrations or other services from Community College Week. Credit is subject to approval. Payment is due 30 days from the date of invoice. Invoices 60 days past due are not commissionable. In multiple discount situations, only the highest discount will apply.

For complete advertising information, go to:



All things Community College

PUBLICATION DATES & AD DEADLINES*

2013-14 Academic Calendar (26 Issues) Rev.10/14/13

Issue Dates	Advertising Deadline	Special Reports	Bonus Distribution
8/19/2013	8/1/2013	Academic Kickoff	
9/2/2013	8/15/2013		
9/16/2013	8/29/2013	Hispanic Focus	NCCHC, NUTN & RCCA
9/30/2013	9/12/2013		ACCT
10/14/2013	9/26/2013		NACCE
10/28/2013	10/10/2013 10/8/2013	Science in Community Colleges & Fall Technology Supplement	STEMtech
11/11/2013	10/24/2013		
11/25/2013	11/7/2013		
12/9/2013	11/21/2013	Fastest Growing Community Colleges	
12/23/2013	12/5/2013	Year In Review	
1/6/2014	12/27/2013		
1/20/2014	1/6/2014	Teacher Education (Extended Deadline)	NACCTEP
2/3/2014	1/16/2014		
2/17/2014	1/30/2014		
3/3/2014	2/13/2014 2/11/2014	Technology in Community Colleges & Spring Technology Supplement	INNOVATIONS CCBA & ICCTL
3/17/2014	2/27/2014		
3/31/2014	3/13/2014	Workforce Education	AACC
4/14/2014	3/27/2014		
4/28/2014	4/10/2014		
5/12/2014	4/24/2014	Distance Learning	NISOD
5/26/2014	5/8/2014		
6/9/2014	5/22/2014	Top 100 Associate Degree Producers	
6/23/2014	6/5/2014		
7/7/2014	7/1/2014	Special Digital Summer Edition (Extended Deadline)	
7/21/2014	7/7/2014	Meeting Planner & Calendar (Extended Deadline)	HI-TEC
8/4/2014	7/17/2014		
8/18/2014	7/31/2014	Academic Kickoff	

* All copy and artwork must be received by established deadline dates. No cancellations or changes in orders accepted after the closing date.

Community College Week

THE INDEPENDENT VOICE COVERING COMMUNITY, TECHNICAL AND JUNIOR COLLEGES

PO Box 1305, Fairfax, VA 22038
(703) 978-3535 • Fax: (703) 978-3933
E-mail: ads@ccweek.com
Web: www.ccweek.com

Community College Week

THE INDEPENDENT VOICE COVERING COMMUNITY, TECHNICAL AND JUNIOR COLLEGES

2013-14

2013-14

Ad

Rates & Schedule

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www.ccweek.com

All things
Community
College

Ad Sizes & Rates (2013-14)

- Ads are set 1, 2, 3, 4 or 5 columns wide. Non-standard ad sizes are available at the standard column-inch rate of \$67.
- Four-color ads accepted as 2/5-page or larger. Contact the ad department for availability and cost for ads less than 2/5 page.
- Placement of the ad is at the discretion of the publisher. Cover positions and spot color are available at an additional 15% cost. Call for availability.

Career Connections

(Classified Employment Opportunities)

- Ad Submission:
 - All ads are classified display and the minimum ad size is 1 column by 1 inch. Line ads are not available.
 - Ads to be typeset by the publication should be submitted as a Microsoft Word Document and logos may be included and sent as .TIF, .JPG or .EPS files. Color logos accepted at \$150.
 - Press-ready PDF ads are accepted. Please include the text document of the ad copy for online posting.

Employment opportunities that run in the publication are posted online for at least 30 days at no additional cost. For online only job postings, please contact the advertising department.

Web Advertising

Available at \$48 CPM impressions. Premium placements available at an additional cost. Banner sizes are dependent on the advertising zone where ad is placed. Refer to website for zone locations and dimensions. Banners can be submitted for display on www.ccweek.com in the following formats:

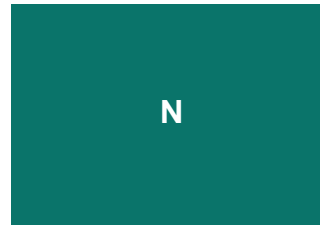
- JPEG (.jpg)- For simple still-frame images.
- GIF (.gif)- For simple still-frame images or looping animations.
- SWF (.swf)- For advanced web animation

For more information contact a Community College Week sales representative at: ads@ccweek.com or call (703) 385-1982 or (703) 978-3535.

FULL PAGES



Full Page
10-1/8" x 13-1/2"
Color \$4,260
B/W \$3,175

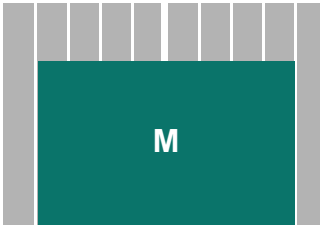


Full Page Spread
21-1/4" x 13-1/2"
Color \$8,155
B/W \$6,230

JUNIOR PAGES



Junior Page
8" x 10"
Color \$3,070
B/W \$1,990



Junior Page Spread
17" x 10"
Color \$5,860
B/W \$3,825

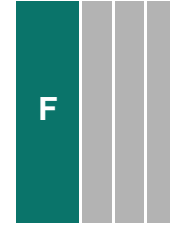
2/5 PAGES



2/5 Page
8" x 6-3/4"
Color \$2,195
B/W \$1,295

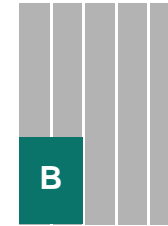


2/5 Page
6" x 9"
Color \$2,195
B/W \$1,295

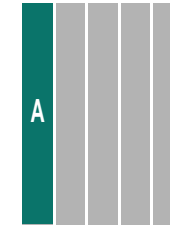


2/5 Page
3-15/16" x 13-1/2"
Color \$2,195
B/W \$1,295

1/5 PAGES

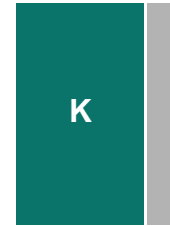


1/5 Page Horizontal
3-15/16" x 6-3/4"
B/W \$650



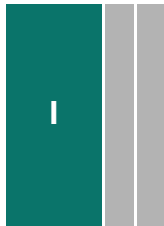
1/5 Page Vertical
1-7/8" x 13-1/2"
B/W \$650

4/5 PAGE



4/5 Page
8" x 13-1/2"
Color \$3,720
B/W \$2,810

3/5 PAGE



3/5 Page
6" x 13-1/2"
Color \$3,070
B/W \$1,990

1/2 PAGE



1/2 Page
10-1/8" x 6-3/4"
Color \$2,615
B/W \$1,705

OTHER AD SIZES



8" x 5"
Color \$1,855
B/W \$1,055



3-15/16" x 10"
Color \$1,855
B/W \$1,055



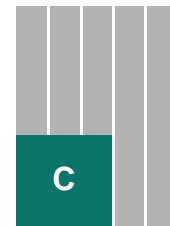
3-15/16" x 8"
B/W \$795

Frequency Discount (BW) Effective July 2013 thru August 2014

B&W AD SIZE	1X	4X	8X	12X	16X	20X	24X
N FP SPRD	\$6,230	\$5,918	\$5,607	\$5,295	\$4,984	\$4,672	\$4,361
M JR PG SPRD	\$3,825	\$3,634	\$3,442	\$3,251	\$3,060	\$2,868	\$2,677
L FP	\$3,175	\$3,016	\$2,857	\$2,698	\$2,540	\$2,381	\$2,222
K 4/5 PG	\$2,810	\$2,669	\$2,529	\$2,388	\$2,248	\$2,107	\$1,967
J JR PG	\$1,990	\$1,890	\$1,791	\$1,691	\$1,592	\$1,492	\$1,393
I 3/5 PG	\$1,990	\$1,890	\$1,791	\$1,691	\$1,592	\$1,492	\$1,393
H 1/2 PG-H	\$1,705	\$1,619	\$1,534	\$1,449	\$1,364	\$1,278	\$1,193
F 2/5 PG -V	\$1,295	\$1,225	\$1,161	\$1,096	\$1,032	\$967	\$903
G 2/5 PG -H	\$1,295	\$1,225	\$1,161	\$1,096	\$1,032	\$967	\$903
G2 3 COL X 9"	\$1,295	\$1,225	\$1,161	\$1,096	\$1,032	\$967	\$903
E 4 COL X 5"	\$1,055	\$1,002	\$950	\$896	\$844	\$791	\$738
E2 2 COL X 10"	\$1,055	\$1,002	\$950	\$896	\$844	\$791	\$738
C 3 COL X 6"	\$890	\$845	\$800	\$756	\$712	\$667	\$623
D 2 COL X 8"	\$795	\$755	\$715	\$676	\$636	\$596	\$556
B 1/5 PG -H	\$650	\$617	\$585	\$552	\$520	\$487	\$455
A 1/5 PG -V	\$650	\$617	\$585	\$552	\$520	\$487	\$455
Column Inch Rate	\$67	\$64	\$60	\$57	\$54	\$50	\$47

Frequency Discounts (Color)

COLOR AD SIZE	1X	4X	8X	12X	16X	20X	24X
N FP SPRD	\$8,155	\$7,775	\$7,366	\$6,957	\$6,548	\$6,138	\$5,729
M JR PG SPRD	\$5,860	\$5,567	\$5,274	\$4,981	\$4,688	\$4,395	\$4,102
L FP	\$4,260	\$4,047	\$3,834	\$3,621	\$3,408	\$3,195	\$2,982
K 4/5 PG	\$3,720	\$3,534	\$3,348	\$3,162	\$2,976	\$2,790	\$2,604
J JR PG	\$3,070	\$2,916	\$2,763	\$2,609	\$2,456	\$2,302	\$2,149
I 3/5 PG	\$3,070	\$2,916	\$2,763	\$2,609	\$2,456	\$2,302	\$2,149
H 1/2 PG	\$2,615	\$2,484	\$2,353	\$2,222	\$2,092	\$1,961	\$1,830
F 2/5 PG	\$2,195	\$2,085	\$1,975	\$1,865	\$1,755	\$1,646	\$1,536
G 2/5 PG	\$2,195	\$2,085	\$1,975	\$1,865	\$1,755	\$1,646	\$1,536
G2 6" X 9"	\$2,195	\$2,085	\$1,975	\$1,865	\$1,755	\$1,646	\$1,536
E 4 COL X 5"	\$1,855	\$1,762	\$1,670	\$1,577	\$1,484	\$1,392	\$1,299
E2 2 COL X 10"	\$1,855	\$1,762	\$1,670	\$1,577	\$1,484	\$1,392	\$1,299



6" x 6"
B/W \$890