

## 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](mailto: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:



## PUBLICATION DATES & AD DEADLINES\*

### 2016-17 Academic Calendar (26 issues)

| Advertising              |                         | Special Reports   |  |
|--------------------------|-------------------------|---|--|
| Bonus Dates              | Deadline                |   | Distribution                           |
| 9/12/2016<br>9/26/2016   | 9/9/2016<br>9/22/2016   | Academic Kickoff  | NUTN, RCCA                             |
| 10/10/2016<br>10/31/2016 | 10/7/2016<br>10/28/2016 | 2016 Election Edition<br>2-year STEM Programs / Tech Supp | ACCT, NACCE<br>STEMTech                |
| 11/14/2016<br>11/28/2016 | 11/9/2016<br>11/21/2016 | Bachelor's Degrees at Com Colleges                        |  |
| 12/12/2016               | 12/5/2016               |   |  |
| 12/19/2016               | 12/12/2016              | Fastest Growing Comm. Colleges                            |  |
| 1/3/2017                 | 12/28/2016              | Year End Review (extended)                                |  |
| 1/16/2017                | 1/12/2017               |   |  |
| 1/30/2017                | 1/23/2017               | Sports in Community Colleges                              |  |
| 2/13/2017                | 2/6/2017                |   |  |
| 2/27/17<br>3/13/2017     | 2/20/2017<br>3/6/2017   | Teacher Education<br>New Trends/ Case Studies Supplement  | NACCTEP<br>Innovations,<br>CCBA' ICCTC |
| 3/27/2017                | 3/20/2017               |   |  |
| 4/10/2017                | 4/3/2017                |   |  |
| 4/24/2017                | 4/17/2017               | Workforce Programs-By the Numbers                         | AACC                                   |
| 5/8/2017                 | 5/1/2017                |   |  |
| 5/22/2017                | 5/15/2017               | Online Learning   | NISOD                                  |
| 6/5/2017                 | 5/29/2017               |   |  |
| 6/19/2017                | 6/12/2017               |   |  |
| 7/3/2017                 | 6/26/2017               | Digital Issue (extended deadline)                         |  |
| 7/18/2017                | 7/14/2017               | Meeting Planner & Calendar (extended)                     | Hi-Tech                                |
| 7/31/2017                | 7/24/2017               |   |  |
| 8/14/2017<br>8/28/2017   | 8/11/2017<br>8/21/2017  | Top 100 Associate & Cert. Producers                       |  |

\* 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

All things  
Community College

# Community College Week

THE INDEPENDENT VOICE COVERING COMMUNITY, TECHNICAL AND JUNIOR COLLEGES

# 2016-17

# AD

PRINT

# Rates & Schedule

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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](mailto:ads@ccweek.com) • Web: [www.ccweek.com](http://www.ccweek.com)

# Ad Sizes & Rates 2016-17

- 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 for online posting and logos may be included and sent as .TIF, .JPG or .EPS files. Color logos accepted at \$250.

Employment ads that run in print are posted online for at least 30 days at no additional cost. For online only job postings, please contact the advertising department or [ccweek.com/communitycollegejobs](http://ccweek.com/communitycollegejobs)

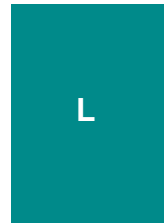
## Web Advertising

Ask for CCWeek.com advertising rate card. Premium placements at an additional cost. Call for zone availability. Refer to website for zone locations and call for information on available positions. Ads are accepted in the following formats

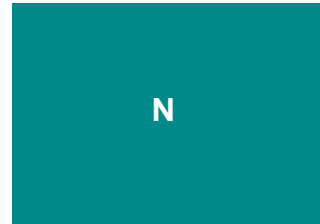
- JPEG (.jpg)- For simple still-frame images.
- GIF (.gif)- For simple still-frame images or looping animations.
- SWF (.swf)- For advanced web animation

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

### FULL PAGES

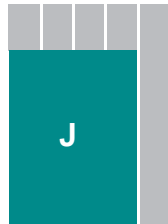


**Full Page**  
10-1/8" x 13-1/2"  
Color \$4,260  
B/W \$3,175

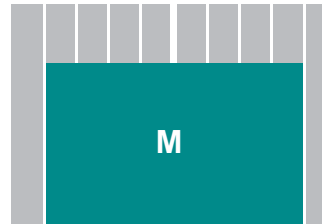


**Full Page Spread**  
21-1/4" x 13-1/2"  
Color \$8,155  
B/W \$6,230

### 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

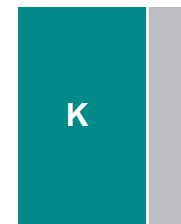


**1/5 Page Horizontal**  
3-15/16" x 6-3/4"  
B/W \$650



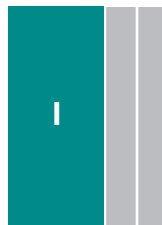
**1/5 Page Vertical**  
1-7/8" x 13-1/2"  
B/W \$650

### 4/5 PAGE



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

### 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

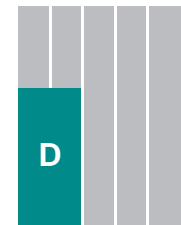
### OTHER AD SIZES



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



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



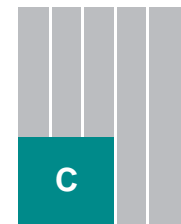
**3-15/16" x 8"**  
B/W \$795

## Frequency Discount (BW) Effective September 2015 through August 2016

| 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