



ADVANCE

2010/11 MEDIA KIT

The Council for Christian Colleges & Universities

The mission of the CCCU is to advance the cause of Christ-centered higher education and to help our institutions transform lives by faithfully relating scholarship and service to biblical truth.

The CCCU's loyal membership includes 109 member campuses in North America and an additional 75 affiliate campuses around the world. These campuses employ more than 20,000 individuals as faculty and administrators. Of these, nearly 10,000 subscribe to the *CCCU Advance*, our twice-yearly flagship publication.

CCCU campuses:

- Educate 320,000 students each year in the liberal arts tradition
- Employ full-time faculty who profess faith in Christ
- Require students to complete at least one Bible/worldview course to graduate.



How the *Advance* can Advance Your Organization

The *CCCU Advance* was reintroduced as a twice-yearly magazine complete with interesting feature stories, timely updates regarding higher education and faith-based institutions, and information to help CCCU member and affiliate campuses remain current and competitive in an ever-changing marketplace.

Readers of the CCCU Advance are decision-makers on campus. They are active in leadership within the campus structure and within their peer groups among other institutions. With a circulation of nearly 10,000, the *CCCU Advance* presents a unique way for your organization to connect with these campus leaders and tell them about the services you can provide for their institution. Administrators and campus leaders frequently ask the CCCU for information regarding key product and service vendors

who provide services in the following categories:

- Building and furniture supply companies
- Film and media production companies
- Printers and suppliers of office equipment
- College and university graduate programs
- Financial institutions and consultants
- Publishers and book distributors
- Communications and marketing companies
- Food service providers
- Retirement and annuity providers
- Enrollment services organizations
- Insurance agencies
- Telecommunications and technology providers
- Executive search firms
- Law firms
- Facility management services
- Management consultants
- Travel agencies

By advertising your company's services in the next issue of the *CCCU Advance*, you will gain broad visibility for the services you provide as you reach key decision-makers on campus.

Fall 2010/ Spring 2011 Issues

- | Ad Size | 1x | 2x |
|--|---------|--------------|
| <input type="checkbox"/> Full-page advertisement (inside front or inside back cover)
Specifications: 7.75"w x 10.25"h | \$4,000 | \$3,500 each |
| <input type="checkbox"/> Full-page advertisement (within magazine)
Specifications: 7.75"w x 10.25"h | \$3,000 | \$2,750 each |
| <input type="checkbox"/> Half-page horizontal advertisement (within magazine)
Specifications: 7.75"w x 5"h | \$1,750 | \$1,500 each |
- By checking this box, I acknowledge that I must provide ad artwork that is 300 dpi at full-size. This is in order to have the highest quality for printing. Artwork with a resolution of 72 dpi, 150 dpi or even 240 dpi are not acceptable. I can provide my final ad as a Press-Quality Adobe PDF, Photoshop .psd, Illustrator EPS or in a packaged Adobe Indesign file (including all images and fonts used).

Total Amount Due \$ _____

Deadline for participation: August 6, 2010/ March 4, 2011

Deadline for Artwork: August 13, 2010/ April 8, 2011

Final placement of Advertisements in the CCCU Advance is at the sole discretion of the publisher and will be confirmed after receipt of Advertisement artwork.

Payment (check one): Check (to be invoiced) Credit Card (Visa or MasterCard only)

Please make checks payable to CCCU. Full payment must be received within 30 days of receiving the invoice.

Credit Card Number: _____ Expiration Date: ____/____

Billing Address Zip Code

Organization

Contact Name

Street Address

City/ State/ Zip

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E-mail: Web site:

Please mail or fax this entire form to:

Nate Mouttet
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