

COUNCIL FOR CHRISTIAN COLLEGES & UNIVERSITIES

ADVANCE

MAGAZINE

2018-2019 Advertising Media Kit

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

The Council for Christian Colleges & Universities (CCCU) is a higher education association of more than 180 Christian institutions around the world, including more than 150 in the U.S. and Canada and nearly 30 more from an additional 18 countries.

CCCU campuses:

- Educate more than 450,000 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.

Advance can advance your organization. *Advance* is a biannual 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 *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 more than 8,000, *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:

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

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



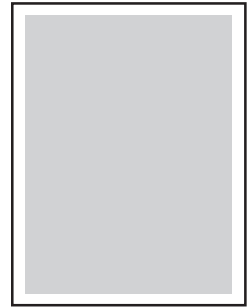
2018-2019 Issues

Ad Specifications

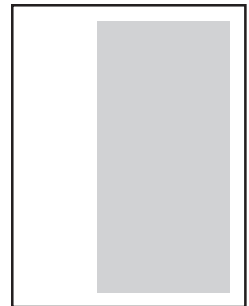
	1x	2x
Full-page advertisement (inside front cover)	\$5,000	\$4,400 each
Full-page advertisement (inside back cover)	\$4,000	\$3,500 each
Full-page advertisement (within magazine)	\$3,000	\$2,750 each

Bleed Ad Specifications | **Bleed:** 8.75"w x 11.25"h **Trim Size:** 8.5"w x 11"h **Live Area:** 8"w x 10.5"h

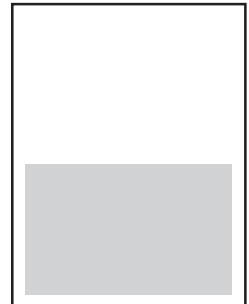
Non-Bleed Ad Specifications: 7.75"w x 10.25"h



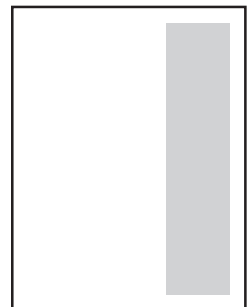
2/3-page vertical advertisement (within magazine) Specifications: 4.6"w x 9.875"h	\$1,825	\$1,550 each
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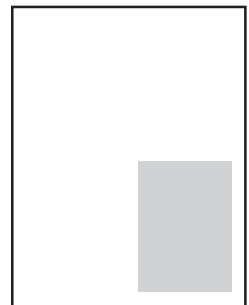
Half-page horizontal advertisement (within magazine) Specifications: 7.75"w x 5"h	\$1,650	\$1,400 each
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1/3-page vertical advertisement (within magazine) Specifications: 2.26"w x 9.875"h	\$1,025	\$875 each
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Quarter-page vertical advertisement (within magazine) Specifications: 3.7317"w x 5"h	\$925	\$800 each
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Ad Policy

Any advertisement placed in *Advance* magazine must be consistent with the mission of the Council for Christian Colleges & Universities. The CCCU reserves the right to reject any advertisement at any time.

Fall 2018/Spring 2019 | *Advance* Magazine Order Form

- | Ad Size | 1x (Spring Only) | 2x (Spring and Fall) |
|--|----------------------------------|---------------------------------------|
| <input type="checkbox"/> Full-page advertisement (inside front cover)
Bleed Ad Specifications Bleed: 8.75"w x 11.25"h Trim Size: 8.5"w x 11"h Live Area: 8"w x 10.5"h
Non-Bleed Ad Specifications: 7.75"w x 10.25"h | <input type="checkbox"/> \$5,000 | <input type="checkbox"/> \$4,400 each |
| <input type="checkbox"/> Full-page advertisement (inside back cover)
Bleed Ad Specifications Bleed: 8.75"w x 11.25"h Trim Size: 8.5"w x 11"h Live Area: 8"w x 10.5"h
Non-Bleed Ad Specifications: 7.75"w x 10.25"h | <input type="checkbox"/> \$4,000 | <input type="checkbox"/> \$3,500 each |
| <input type="checkbox"/> Full-page advertisement (within magazine)
Bleed Ad Specifications Bleed: 8.75"w x 11.25"h Trim Size: 8.5"w x 11"h Live Area: 8"w x 10.5"h
Non-Bleed Ad Specifications: 7.75"w x 10.25"h | <input type="checkbox"/> \$3,000 | <input type="checkbox"/> \$2,750 each |
| <input type="checkbox"/> 2/3-page vertical advertisement (within magazine)
Specifications: 4.6"w x 9.875"h | <input type="checkbox"/> \$1,825 | <input type="checkbox"/> \$1,550 each |
| <input type="checkbox"/> Half-page horizontal advertisement (within magazine)
Specifications: 7.75"w x 5"h | <input type="checkbox"/> \$1,650 | <input type="checkbox"/> \$1,400 each |
| <input type="checkbox"/> 1/3-page vertical advertisement (within magazine)
Specifications: 2.26"w x 9.875"h | <input type="checkbox"/> \$1,025 | <input type="checkbox"/> \$875 each |
| <input type="checkbox"/> Quarter-page vertical advertisement (within magazine)
Specifications: 3.7317"w x 5"h | <input type="checkbox"/> \$925 | <input type="checkbox"/> \$800 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).

Date _____ Total Amount Due \$ _____

Deadline for participation: Fall: August 13, 2018

Spring: March 9, 2019

Deadline for artwork: Fall: August 27, 2018

Spring: March 16, 2019

Payment: Check (to be invoiced)

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

Organization _____

Contact Name _____

Street Address _____

City/ State/ Zip _____

Phone _____

Fax _____

E-mail: _____

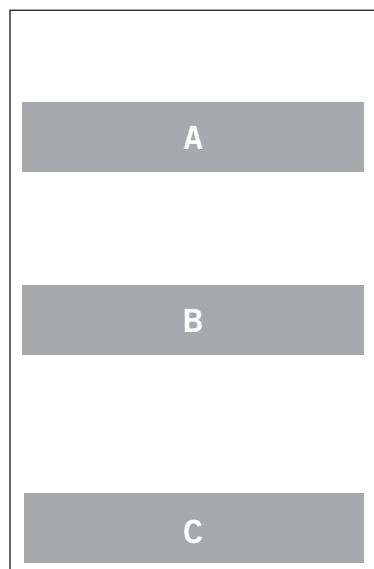
Web site: _____

Please email this form to advertising@cccu.org.

eAdvance Advertising Opportunities

Deliver your advertisement directly to the inboxes of our nearly 8,000 email subscribers. Your digital ads are positioned next to the latest CCCU news and content.

eAdvance is a monthly email newsletter sent to nearly 8,000 highly engaged readers. eAdvance provides updates on hot government relations topics, professional development opportunities, research, events, and other news important to Christian higher educators. There are three ad positions in each email.



eAdvance Ad Sizes & Rates

		WIDTH	DEPTH	RATE
Header	A	728px	90px	\$500
Inline	B	728px	90px	\$350
Footer	C	728px	90px	\$150

SPECIAL *ADVANCE* MAGAZINE ADVERTISER RATES

ANNUAL PRINT SPENDING	% OFF STANDARD eADVANCE RATE
Up to \$5,000	15%
More than \$5,000	25%

Details & Specifications

- > The image must be sent as a static .jpg or .png.
- > Maximum file size is 40KB.
- > Specify the exact URL to which the ad should link.
- > Each advertiser can run an ad for no more than 3 consecutive months and no more than 6 total months in a 12-month time period.

Deadlines

eAdvance is sent the fourth week of every month.* The closing date and ad deadline is the first day of the month during which you wish your ad to be included. Send eAdvance ads via e-mail as attachment to jmahurin@cccu.org.

Ad Policy

Any advertisement placed in the eAdvance newsletter must be consistent with the mission of the Council for Christian Colleges & Universities. The CCCU reserves the right to reject any advertisement at any time.

**Dates may change depending on holidays or other events; advertisers will be notified of any major variations from this general timeline.*

2018-2019 | eAdvance Order Form

Ad Size	1x	2x	3x
<input type="checkbox"/> Header (\$500) Specifications: 728px x 90px	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Inline (\$350) Specifications: 180px x 600px	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Footer (\$150) Specifications: 728px x 90px	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please list the month/months that you would like your ad to run. Ad placement is subject to availability.

Month 1 _____ Month 2 _____ Month 3 _____

Date _____ Total Amount Due \$ _____

Deadline for participation: The closing date and ad deadline is the first day of the month during which you wish your ad to be included.

Final placement of advertisements in the CCCU eAdvance is at the sole discretion of the publisher and will be confirmed after receipt of advertisement artwork.

Payment: Check (to be invoiced)

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

Billing Address _____ Zip Code _____

Organization _____

Contact Name _____

Street Address _____

City/ State/ Zip _____

Phone _____ Fax _____

E-mail: _____ Web site: _____

Please email this form to Jeri Mahurin at jmahurin@cccu.org