



— 2019-20 —

MEDIA KIT

ADVANCING FAITH AND INTELLECT
FOR THE COMMON GOOD

THE COUNCIL FOR CHRISTIAN COLLEGES & UNIVERSITIES is a higher education association of more than 180 Christian institutions around the world. With campuses across the globe, including more than 150 in the U.S. and Canada and nearly 30 more from an additional 18 countries, CCCU institutions are accredited, comprehensive colleges and universities whose missions are Christ-centered and rooted in the historic Christian faith. Most also have curricula rooted in the arts and sciences. The CCCU's mission 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.



520,000+

Students enrolled globally **annually**



3,600,000+

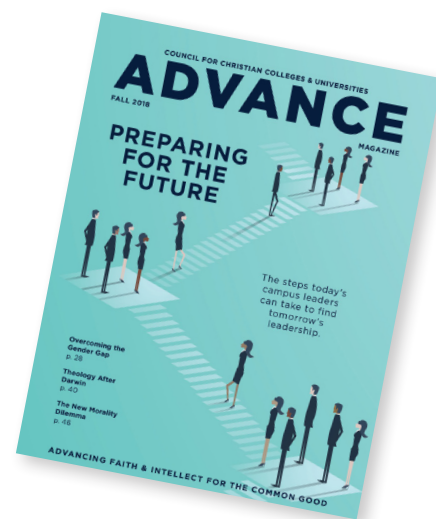
Alumni around the **world**

Advance Magazine Advertising Opportunities

Feature your advertisement in our print magazine and reach **8,000 decision makers on our campuses.**

Advance is the print magazine of the CCCU, published in the fall and spring of each year, complete with interesting feature stories, timely updates regarding higher education and faith-based institutions, and information to help CCCU institutions 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 nearly 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:



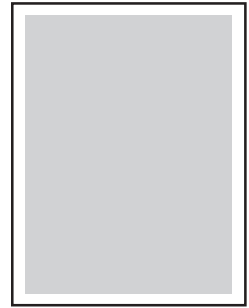
- College and university graduate programs
- Publishers and book distributors
- Facility management services
- Communications and marketing companies
- Financial institutions and consultants
- Telecommunications and technology providers
- Building and furniture supply companies
- Executive search firms
- 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

2019-2020 Issues

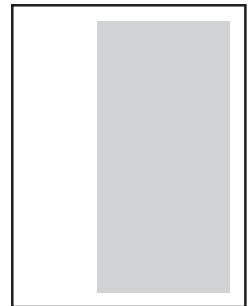
Ad Specifications	1x	2x
Full-page advertisement (inside front cover)	\$5,000	\$4,400 each
Full-page advertisement (inside back cover)	\$4,000	\$3,500 each
Full-page advertisement (within magazine)	\$3,000	\$2,750 each

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

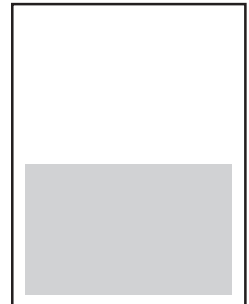
Non-Bleed Ad Specifications: 7.75" w x 10.25" h



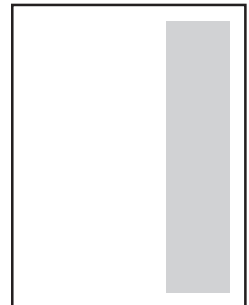
2/3-page vertical advertisement (within magazine) Specifications: 4.6" w x 9.875" h	\$1,825	\$1,550 each
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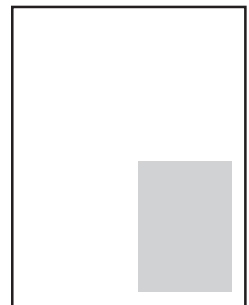
Half-page horizontal advertisement (within magazine) Specifications: 7.75" w x 5" h	\$1,650	\$1,400 each
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1/3-page vertical advertisement (within magazine) Specifications: 2.26" w x 9.875" h	\$1,025	\$875 each
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Quarter-page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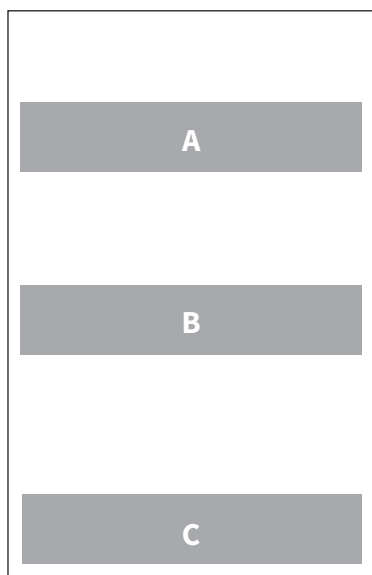


Email Newsletter Advertising Opportunities

Include your advertisement in our CCCU email newsletters and deliver your message directly to the inboxes of key campus leaders and influencers.

eAdvance is a monthly email newsletter sent to nearly 9,000 subscribers. eAdvance provides general updates and news from the CCCU, including advocacy updates, professional development opportunities, new research, upcoming events, and other news important to Christian higher education. There are three ad positions in each email.

From Capitol Hill is an email newsletter sent four times per year to a select group of approximately 1,000 highly engaged campus leaders interested in public policy updates. This highly targeted list focuses on campus presidents as well as campus leaders in communications, legal and public policy, academic affairs, student development, and financial aid. There are three ad positions in each email.



Email Advertising 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.

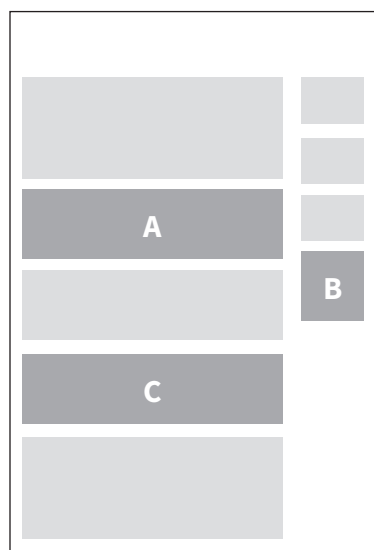
Deadlines

eAdvance is sent the fourth week of every month. From Capitol Hill is sent quarterly, in September, January, April, and June. The ad deadlines are the first of the month during which you wish your ad to be included. Send ads as attachments via e-mail to jmahurin@cccu.org.

Website Advertising Opportunities

Feature your advertisement on our CCCU website, which attracts 10,000 monthly visitors and receives 44,000 page views per month.

Ads are featured on a rotating basis on over 200 individual story pages as part of the CCCU News and Magazine sections of the website. Ads may be purchased by week or month and rotate during each page load/refresh. Three ad positions are available, leaderboard, in-content, and sidebar, and each position can accommodate up to 5 ads in rotation at any given time.



Website Advertising Sizes & Rates

		WIDTH	DEPTH	RATE
Leaderboard	A	728px	90px	\$400 (per month)
Sidebar	B	300px	250px	\$250 (per month)
In-Content	C	728px	90px	\$85 (per week)

Details & Specifications

- The image must be sent as a static .jpg or .png.
- Maximum file size is 100KB.
- An external URL that the ad should link to must be included.
- Each advertiser may run the same ad for no more than three consecutive months within a six-month period.

Deadlines

Website ads are live for either one week or one month. Ad deadlines are the Monday prior to the advertising start date. Send ads as attachments via e-mail to web@cccu.org.

Advertising Policy

Any advertisement must be consistent with the mission of the CCCU. The CCCU reserves the right to reject or remove advertisements at any time.

Fall 2019/Spring 2020 | *Advance* Magazine Order Form

- | Ad Size | 1x (Fall Only) | 2x (Fall and Spring) |
|---|----------------------------------|---------------------------------------|
| <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: July 16, 2019

Spring: March 9, 2020

Deadline for artwork: Fall: July 23, 2019

Spring: March 16, 2020

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 Katryn Ferrance at advertising@cccu.org.

2019 | Email Advertising Order Form

I would like to advertise in:

eAdvance From Capitol Hill

Ad Size

Header (\$500)

Specifications: 728px x 90px

Inline (\$350)

Specifications: 728px x 90px

Footer (\$150)

Specifications: 728px x 90px

1x

2x

3x

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 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

2019 | Website Advertising Order Form

Ad Size

Leaderboard

Specifications: 728px x 90px

Sidebar

Specifications: 300px x 250px

In-Content

Specifications: 728px x 90px

Length

Rate

\$400/month

\$250/month

\$85/week

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: Ad deadlines are the Monday prior to the advertising start date.

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

Payment: Check (to be invoiced) Paypal Request (pay by credit card)

Please make checks payable to CCCU. Full payment (either via check or credit card) must be received prior to the posting of any website advertisements.

Billing Address

Zip Code

Organization

Contact Name

Street Address

City/ State/ Zip

Phone

Fax

E-mail:

Web site:

Please email this form to Andrew Hochmuth at web@cccu.org.