



2022

# MEDIA KIT

ADVANCING FAITH AND INTELLECT  
FOR THE COMMON GOOD

**THE COUNCIL FOR CHRISTIAN COLLEGES & UNIVERSITIES** is a higher education association of more than 185 Christian institutions around the world. With campuses across the globe, including more than 150 in the U.S. and Canada and more than 30 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+**

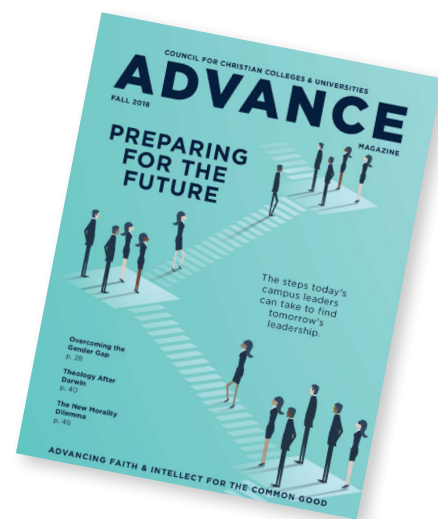
Alumni around the **world**

## Advance Magazine Advertising Opportunities

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

*Advance* is the 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:



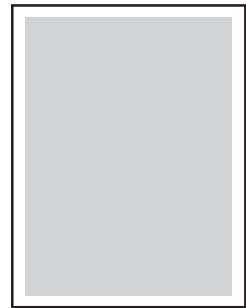
- College and university graduate programs
- Publishers and book distributors
- Facility management services
- Communications and marketing companies
- Financial institutions and consultants
- Telecommunications and technology providers
- Building and furniture supply companies
- Executive search firms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

## 2022 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 |

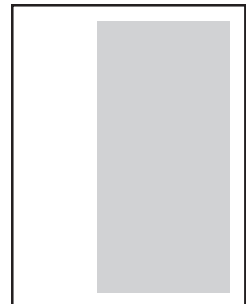
**Bleed Ad Specifications** | **Bleed:** 8.75" w x 11.25" h **Trim Size:** 8.5" w x 11" h **Live Area:** 8" w x 10.5" h

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



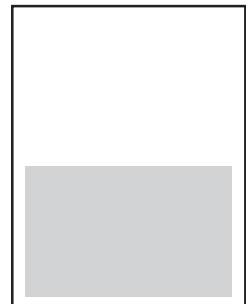
---

|  |         |              |
|--|---------|--------------|
| 2/3-page vertical advertisement<br>(within magazine)<br><b>Specifications: 4.6" w x 9.875" h</b> | \$1,825 | \$1,550 each |
|--|---------|--------------|



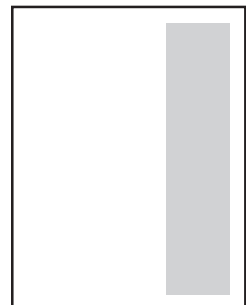
---

|  |         |              |
|--|---------|--------------|
| Half-page horizontal advertisement<br>(within magazine)<br><b>Specifications: 7.75" w x 5" h</b> | \$1,650 | \$1,400 each |
|--|---------|--------------|



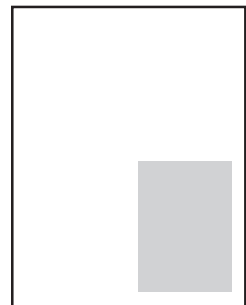
---

|   |         |            |
|---|---------|------------|
| 1/3-page vertical advertisement<br>(within magazine)<br><b>Specifications: 2.26" w x 9.875" h</b> | \$1,025 | \$875 each |
|---|---------|------------|



---

|   |       |            |
|---|-------|------------|
| Quarter-page vertical advertisement<br>(within magazine)<br><b>Specifications: 3.7317" w x 5" h</b> | \$925 | \$800 each |
|---|-------|------------|

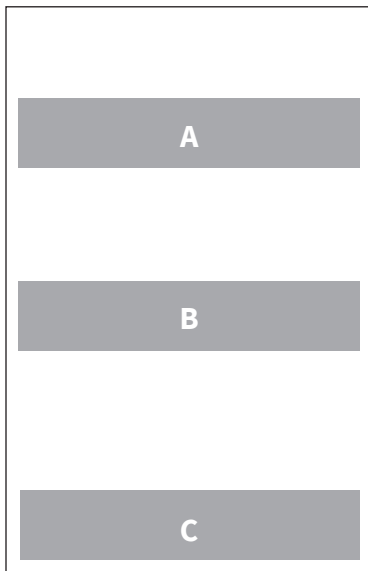


# Email Newsletter Advertising Opportunities

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 a monthly email newsletter sent to 1,300 highly engaged senior campus leaders interested in public policy updates. This targeted list focuses on campus leaders in communications, advancement, enrollment, 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  |
|---------------|----------|-------|-------|-------|
| <b>Header</b> | <b>A</b> | 564px | 70px  | \$600 |
| <b>Inline</b> | <b>B</b> | 564px | 70px  | \$450 |
| <b>Footer</b> | <b>C</b> | 564px | 70px  | \$200 |

### 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, and From Capitol Hill is sent the second week of every month. 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 [sponsorship@cccu.org](mailto:sponsorship@cccu.org).

# Sponsored Email Blasts

Sponsored email blasts are an excellent way to target a specific peer group with your message.

## How it Works

You provide the CCCU with your content (text, logos, artwork, speaker bio, speaker photo, URL link and/or any registration link needed). The CCCU assembles a draft email blast and sends back to you for your approval. Once finalized, the email blast is scheduled for sending to the selected peer group(s).

## Peer Groups

- Chief Academic Officers/Provosts
- Chief Enrollment Officers/Admissions Officers
- Campus Ministry Directors/Spiritual Life Directors
- Student Development Officers/Student Affairs/  
Student Life Administrators
- Chief Advancement Officers/Development Officers
- Chief Financial Officers/Business Officers
- HR Directors
- Chief Communications/PR/Marketing Officers
- Alumni Directors
- Graduate Program Counselors
- Chief Technology Officers/Information Officers
- Financial Aid Administrators
- Diversity Officers

*Please note that CCCU campus presidents are not an available contact group for sponsored email blasts.*

## Rates

**\$1,200** per peer group for each email

## Details & Specifications

- Artwork (such as banner, bio photos, etc.) should be no larger than 564px by 70px due to the limitations/compression done by MailChimp, our distribution service.
- Depending on the topic, product or service, text length should be no more than 150 words or so for best readability.
- In general, our recommendation is to have an image and some personable text of about 150 words (max) or so in length. If advertising something like a book and just want to do a quick description of 50 or so words and an image, that works! Please note if there's just an image with text on it, no text will load for those whose emails which do not open with images right away. Something that feels more like a tailored letter is a little more likely to get more visibility (and hopefully some clicks!).
- If you would like to include items such as a logo, tagline, contact info, etc. at the end of the mailing, please provide the needed items/hi res images and URL links.

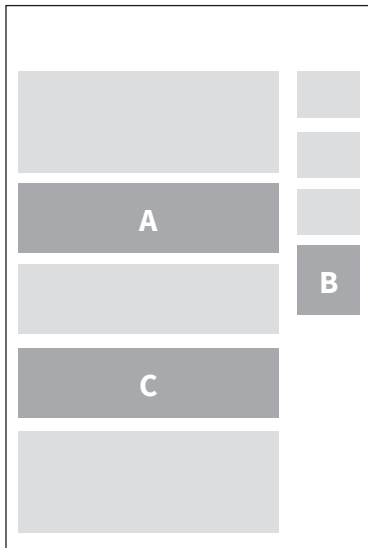
## Deadlines

**Sponsored email blasts are sent the 2nd and 4th Wednesdays of each month.** Content is due a minimum of five business days prior to the send date. *Please note that sponsored email blasts are not available for the months of January and February 2022.* Send content as attachments via e-mail to **sponsorship@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              |
|--------------------|----------|-------|-------|-------------------|
| <b>Leaderboard</b> | <b>A</b> | 728px | 90px  | \$400 (per month) |
| <b>Sidebar</b>     | <b>B</b> | 300px | 250px | \$250 (per month) |
| <b>In-Content</b>  | <b>C</b> | 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 [social@cccu.org](mailto:social@cccu.org).

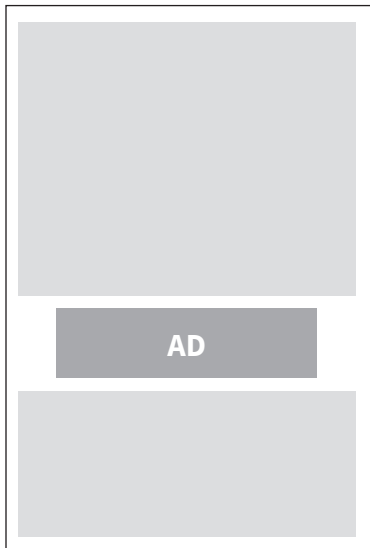
## Advertising Policy

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

# Career Center Advertising Opportunities

Get your message in front of 60,000+ employers and job seekers visiting our CCCU Career Center each month.

With thousands of early & mid-career professionals looking for their first job or next career move, placing an ad on the CCCU Career Center could be the best decision you make. Ads are featured on a rotating basis and may be purchased at a monthly rate. Ads are positioned just above the “featured jobs” category.



## Career Center Advertising Size & Rate

| WIDTH | DEPTH | RATE              |
|-------|-------|-------------------|
| 728px | 90px  | \$400 (per month) |

## 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 [social@cccu.org](mailto:social@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.

# Spring 2022/Fall 2022 | Advance Magazine Order Form

- | Ad Size   | 1x (Spring Only)                 | 2x (Spring and Fall)                  |
|---|----------------------------------|---------------------------------------|
| <input type="checkbox"/> Full-page advertisement (inside front cover)<br><b>Bleed Ad Specifications   Bleed:</b> 8.75"w x 11.25"h <b>Trim Size:</b> 8.5"w x 11"h <b>Live Area:</b> 8"w x 10.5"h<br><b>Non-Bleed Ad Specifications:</b> 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)<br><b>Bleed Ad Specifications   Bleed:</b> 8.75"w x 11.25"h <b>Trim Size:</b> 8.5"w x 11"h <b>Live Area:</b> 8"w x 10.5"h<br><b>Non-Bleed Ad Specifications:</b> 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)<br><b>Bleed Ad Specifications   Bleed:</b> 8.75"w x 11.25"h <b>Trim Size:</b> 8.5"w x 11"h <b>Live Area:</b> 8"w x 10.5"h<br><b>Non-Bleed Ad Specifications:</b> 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)<br><b>Specifications:</b> 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)<br><b>Specifications:</b> 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)<br><b>Specifications:</b> 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)<br><b>Specifications:</b> 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: Spring:** February 17, 2022

**Fall:** July 23, 2022

**Deadline for artwork: Spring:** February 24, 2022

**Fall:** July 30, 2022

**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](mailto:advertising@cccu.org).



# Email Advertising Order Form

## I would like to advertise in:

eAdvance       From Capitol Hill

### Ad Size

Header (\$600)

Specifications: 564px x 70px

Inline (\$450)

Specifications: 564px x 70px

Footer (\$200)

Specifications: 564px x 70px

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 [sponsorship@cccu.org](mailto:sponsorship@cccu.org).

# Sponsored Email Blasts

**Please contact [sponsorship@cccu.org](mailto:sponsorship@cccu.org) to arrange the month and week in which your email will be sent. Once confirmed, please enter this information below.**

Month \_\_\_\_\_  2nd Wednesday  4th Wednesday

Target peer group \_\_\_\_\_

Date \_\_\_\_\_ Total Amount Due \$ \_\_\_\_\_

**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 [sponsorship@cccu.org](mailto:sponsorship@cccu.org).

# Website and Career Center Advertising Order Form

## Ad Size

**Leaderboard**

Specifications: 728px x 90px

**Sidebar**

Specifications: 300px x 250px

**In-Content**

Specifications: 728px x 90px

**Career Center**

Specifications: 728px x 90px

## Length

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Rate

\$400/month

\$250/month

\$85/week

Rate: \$400/month

**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 [social@cccu.org](mailto:social@cccu.org).