

CONTACT US:

AACRAO
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Washington, DC 20036
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EMAIL corporateinfo@aacrao.org

AACRAO offers both online/mobile and print advertising opportunities. Enhance your company, or organization’s visibility and brand identity with an ad in *AACRAO Connect*, *Transcript*, *College and University* journal, AACRAO’s on-site meeting programs, or AACRAO’s ENGAGE meeting app.



JOIN TODAY!

For more information on becoming a corporate partner, email corporatemembership@aacrao.org or call us at 202-263-0286.

Want to know more about AACRAO? The association’s membership includes approximately 11,000 members and partners representing over 2,500 institutions, organizations and education-oriented businesses in the United States and more than 35 countries around the world.

AACRAO represents institutions from every sector of the higher education community, from large public institutions to small, private liberal arts colleges. With an international network of resources and consulting expertise, AACRAO is a recognized authority in Enrollment Management, Admissions, Records, Registration, Financial Aid, Information Technology, and Student Services.

Membership in AACRAO has its privileges. AACRAO Corporate Partners have helped shape AACRAO’s success through their continued involvement with the organization and its members. Committed to creating quality products and services that enhance the academic community, corporate partners are instrumental in keeping AACRAO members informed of the latest technology and developments that affect their professional lives.

Benefits of becoming an AACRAO Corporate Partner include:

- Reduced rates on publications, advertising, conference fees, exhibit space and corporate presentations
- Access to AACRAO’s online Member Guide
- Online corporate listing in AACRAO’s Corporate Connection and visibility on AACRAO’s mobile application
- Access to a community of higher education administrators

APPLICATION

Advertiser _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ Email _____

(Optional) Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ Email _____

In a short paragraph, please describe the product, service or event you are wishing to promote:

METHOD OF PAYMENT

Send Invoice

Check Enclosed or Forthcoming (Please make check payable to AACRAO)

Credit Card Visa MasterCard AMEX

Card Number _____ Exp. Date _____

Name as shown on Credit Card _____

We agree to abide by all rules, regulations, terms and conditions as outlined in this contract. Contract not valid without signature. The person signing this

Signature _____ Date _____

Please maintain a copy of this contract and send the form to corporateinfo@aacrao.org or fax to (202) 822-8850

Questions?

Email us at corporateinfo@aacrao.org or call us at (202) 263-0287.

A D V E R T I S I N G O P P O R T U N I T I E S

Please indicate the advertisements you would like to purchase in the table below:

PLACEMENT	AACRAO CORPORATE PARTNER	NON-PARTNER	NUMBER OF ADVERTISEMENTS
AACRAO Connect			
Banner	\$600 each, \$500 each for 4 or more placements	\$900 each, \$800 each for 4 or more placements	
AACRAO Transcript			
Banner	\$600 each, \$500 each for 4 or more placements	\$900 each, \$800 each for 4 or more placements	
AACRAO ENGAGE			
Advertising Bundle (please indicate which meeting)	\$300	\$500	
<i>College and University Journal</i>			
Inside Front Cover	\$3,995	\$4,295	
Inside Back Cover	\$3,795	\$4,095	
Full page	\$2,400	\$2,700	
Half-page horizontal	\$1,700	\$2,000	
Annual Meeting On-Site Program			
Inside Front Cover	\$3,200	\$3,500	
Inside Back Cover	\$2,900	\$3,200	
Outside Back Cover	\$3,700	\$4,000	
Full Page	\$2,200	\$2,500	
Strategic Enrollment Management On-Site Program			
Inside Front Cover	\$2,600	\$2,900	
Inside Back Cover	\$2,400	\$2,700	
Outside Back Cover	\$2,800	\$3,100	
Full Page	\$1,700	\$2,000	
Technology & Transfer Conference On-Site Program			
Inside Front Cover	\$1,900	\$2,200	
Inside Back Cover	\$1,700	\$2,000	
Outside Back Cover	\$2,100	\$2,400	
Full Page	\$1,000	\$1,300	
Amount Due			\$

ADVERTISING POLICIES AND PROCEDURES

AACRAO reserves the right to review and reject any advertising unsuitable in content: ads that discriminate according to race, gender, age, nationality, or religion; ads with erroneous information; ads that compete with AACRAO's meeting and programs; or ads that conflict with AACRAO's Professional Practices and Ethical Standards. Inappropriate ads will be returned whether or not a contract is in effect. The advertiser assumes responsibility and liability for the content of any advertising and agrees to indemnify and hold harmless AACRAO from any claims against it arising from the advertisement. AACRAO reserves the right to insert the word "Advertisement" below all ads, and in the case of ads on the back cover, AACRAO may use the bottom portion for address labels. The advertiser or agency must forward all materials to AACRAO in accordance with the deadlines provided, or as agreed with the AACRAO representative. In signing, the advertiser or authorized agency agrees to abide by the terms and conditions of the general advertising policies as stated.

GUIDELINES FOR AD SUBMISSION

When submitting native files, please be sure to include all fonts. When submitting high resolution PDFs, please be sure to embed all fonts. Without the proper fonts, unpredictable reproduction may occur.

ADVERTISING PRINT SPECIFICATIONS

Ad sizing requirements are listed below make sure to ALLOW FOR BLEED (.25 inch beyond the final publication trim size).

To avoid additional production charges, please have your ad designer review the following guidelines prior to sending your ad. Any materials submitted must be clearly labeled with your company's name. DO NOT E-MAIL YOUR FILE if over 5 Mb.

SINGLE FULL PAGE DIMENSIONS

TRIM SIZE	8.5" x 11"
BLEED SIZE	9" x 11.5"
LIVE AREA	8" x 10" (Keep all text within this area)

HALF PAGE HORIZONTAL (NO BLEED) DIMENSIONS

SIZE	7.5" x 4.5"
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FILE FORMATS

We prefer ads to be submitted as FINAL HIGH-RESOLUTION CMYK PDFs.

All PDF files must meet PDF/X-1A standards at 300 dpi. Spreads must be submitted as two single page PDF/X-1A files. Link all high-resolution images and fonts in the native application file before creating the PDF. All fonts must be fully embedded in the PDF document. All files must be CMYK. We do not accept RGB. RGB files will be converted to CMYK which may cause color shifts and we cannot be responsible for color reproduction.

IMAGE RESOLUTION

- High-resolution images must be a minimum of 300 DPI AT FINAL SIZE.
- Do not enlarge a file larger than its original size.
- NOTE: Type created in a bitmap program, such as Photoshop, can look jagged or fuzzy when printed. Type should be done in a layout application such as Quark or InDesign. If fonts need to be emailed they must be compressed. PC fonts are unacceptable.

IMAGE FORMATS

Images must be saved as a TIFF or EPS format in CMYK. If an image needs to be converted to CMYK, we cannot not be responsible for color reproduction.

LOGO SUBMISSIONS

Preferred format for logos is vector-based eps files with all fonts converted to outlines. Logo files containing native fonts may not reproduce accurately. If logos are submitted as TIFs or JPEGs, the minimum resolution is 300 dpi at actual reproduction size.

COLOR SPECIFICATIONS

When choosing colors, use only Process Colors chosen from samples for coated stocks. Specifying Pantone colors in your applications/pdfs can produce inaccurate results. DO NOT USE SPOT COLORS.

Ink:

Text ads – 1 PMS (to be determined by AACRAO, not advertiser)

File Type: Application file with all supporting fonts and links or Hi-res PDF

Submission: File(s) on CD (MAC or PC, either are acceptable) should be accompanied by hard copy proof for reference

When submitting native files, please be sure to include all fonts. When submitting high resolution PDFs, please be sure to embed all fonts. Without the proper fonts, unpredictable reproduction may occur.

Please e-mail ads to:

AACRAO, Attn: Natalia Jimenez

E-mail: corporateinfo@aacrao.org Phone (202) 263-0287, Fax (202) 822-8850