

# BUSINESS OFFICER

Advertising Rates  
2009



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## RATES FOR BLACK & WHITE ADVERTISEMENTS

	1–4 X	5–8 X	9–12 X
FULL PAGE	\$2,935	\$2,790	\$2,640
HALF PAGE	\$1,945	\$1,850	\$1,750
QUARTER PAGE	\$1,470	\$1,395	\$1,320
SPREAD	\$5,335	\$5,070	\$4,800
COVER 2	\$4,150	\$3,940	\$3,735
COVER 3	\$3,380	\$3,210	\$3,040
COVER 4	\$4,745	\$4,510	\$4,270

## RATES FOR COLOR ADVERTISEMENTS

	1–4 X	5–8 X	9–12 X
FULL PAGE	\$5,240	\$4,980	\$4,715
HALF PAGE	\$3,635	\$3,455	\$3,270
QUARTER PAGE	\$3,160	\$3,000	\$2,845
SPREAD	\$8,110	\$7,705	\$7,300
COVER 2	\$6,455	\$6,130	\$5,810
COVER 3	\$5,685	\$5,400	\$5,115
COVER 4	\$7,050	\$6,700	\$6,345

NACUBO MEMBERS AND EXHIBITORS subtract 5% from the rates above for the final gross rate.

\*Qualifying Members are National Association of College and University Business Officers (NACUBO) Institutional, Associate, Affiliate, Allied, or Business Partner Members. Qualified Exhibitors are those exhibiting at NACUBO's annual meeting.

## ADDITIONAL DISCOUNTS

**VOLUME** — For advertisers placing more than 12 insertions during any 12-month period, additional gross volume discounts apply. Contact NACUBO's advertising sales representative at 202.861.2513 for details.

**PRE-PAYMENT** — Advertisers pre-paying are entitled to an additional 1% discount.

**AGENCY DISCOUNT** — 15% discount to qualified agencies.

**FREQUENCY DISCOUNT PROTECTION** — Contracts spanning more than two calendar years will be protected at the frequency rate only. Space rates are not protected beyond the calendar year.

**GENERAL POLICY** — The advertiser assumes liability for the content of all advertising printed, and also assumes responsibility for any claims arising therefrom made against the publisher. All advertising is subject to approval of the publisher. Individuals or organizations not known to NACUBO may be asked to pay in advance for the first insertion of an advertisement.

Cancellation of and changes to space reservations must be received in writing prior to the published space reservation deadlines.

Alterations to materials must be received prior to published materials deadlines. NACUBO reserves the unrestricted right to reject any advertising at any time. Failure to publish an advertisement invalidates the order only for that insertion but does not constitute a breach of contract.

All positions other than premium ones are given on a space-available basis. Position requests will be filled to the greatest extent possible, but cannot be guaranteed except for cover and paid premium positions.

## PREFERRED MATERIAL

Digital submissions on disk

## SOFTWARE

**High-resolution PDF/X-1a files are preferred.**

Please note the following supported software programs:

- **QuarkXpress**
- **InDesign**
- **Illustrator** (with type converted to outlines, saved as EPS and with all linked files)
- **Freehand** (with type converted to paths, saved as EPS and with all linked files)
- **Photoshop** (saved as TIFF or EPS)
- **CorelDraw** (with fonts converted to curves and saved as an Illustrator EPS file)

*Any other applications (e.g., PowerPoint and Word) are unacceptable.*

## FONTS

- Supply all printer and screen fonts, including fonts embedded in art files.
- PC files may be submitted.
- Pseudo-type commands should not be used (i.e., if italics are desired, then the italic version of the font should be used, not the italic style).
- NO Multiple Master fonts.

## SCANS

- We prefer that scanned images be saved as TIFF or EPS.
- Line art should be scanned at 900 dpi and saved as a TIFF. Be sure not to scan line art as a halftone. (In Photoshop, use the "Bitmap" mode.)
- Black and white photos should be scanned at 266 dpi as grayscale. Ideally the shadow dot should not exceed 91%; any dot under 4% will drop to white.
- 4C images should be scanned at 300 dpi and converted to CMYK (not left as RGB), using UCR for separation type, with an ink limit of 280%. The high-res image should be imported directly into the document. Please note that in the

case of a low-resolution “FPO” image, a charge may be given to place the high-res image.

- Scan your photograph or transparency as close to the actual reproduction size as possible — a 20% margin plus or minus is optimum. For efficient processing of your ad, please avoid sending unnecessarily large high-resolution files.
- For any digitized film prepared on a copydot scanner, please call for specifications.

## WHAT TO SEND ON YOUR DISK

- The file of the ad (e.g., QuarkXpress file).
- Any support files that are incorporated into your ad (e.g., logo scans, images).
- The screen and printer fonts used in your ad. Fonts still need to be included even if the ad is saved as an EPS file. Look closely for any EPS files embedded within your ad (e.g., a logo) that may use fonts, and include those as well. Variations caused by font substitutions due to fonts not being sent or converted as appropriate are the responsibility of the advertiser.
- Do NOT send low-resolution PDF files.

## WHAT TO SEND WITH THE DISK

- The most recent hard-copy printout of the ad, specifying which software program was used in creation of your ad (e.g., QuarkXpress/Mac or PageMaker/PC).
- A B/W composite and color-separated laser proof should also be provided with color ads. If your ad contains four-color scanned images or builds of 3 or more colors, provide a laminated or high-end digital color proof (Iris or Approval or other contract proof). We are not responsible for shifts in color due to differences between the file and the proof. If an acceptable color proof is not supplied, a charge may be necessary in order to make one from your file.

## COMPATIBLE MEDIA

Mac/PC Formatted

- Electronic submission is preferred
- CD-R (preferred)
- CD-RW
- DVD

## ACCEPTABLE MATERIAL

- PDF/X-1a files; or
- Camera-ready artwork/laser print

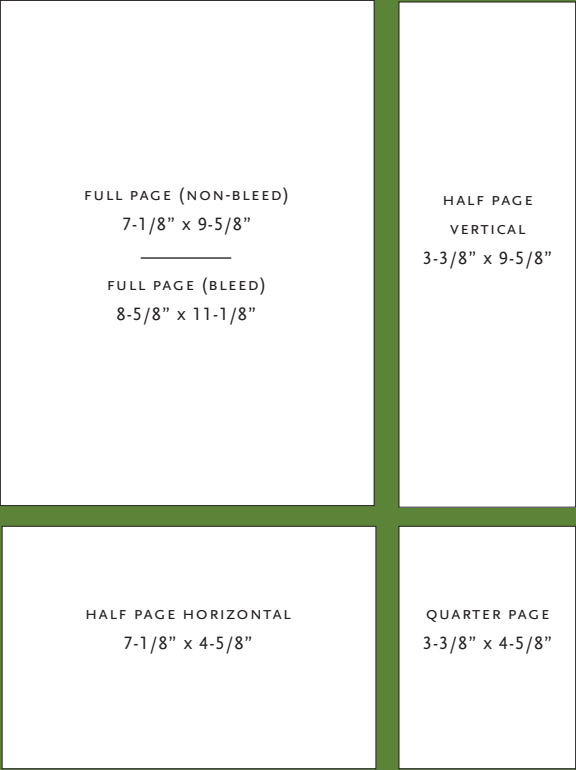
## MISCELLANEOUS

- Bleed ads must match your magazine trim size, have 1/8” bleed, and 3/16” margin tolerance (i.e., copy that you do not want to bleed or trim off should be positioned 3/16” away from the trim).
- Total area density should not exceed SWOP density of 280%.
- Do not submit color files for black and white ads. Any intervention required by the publisher to convert these files will result in charges to the advertiser.
- High resolution images from stock-photo disks should be converted to CMYK TIFFs and then placed directly into the document. Charges may result if non-linked low-resolution files are left in the document.
- Tints and color type in a four-color advertisement must be produced in a CMYK equivalent.
- If you have made an EPS file for your ad, please supply it as well as your original application files in case the EPS file does not image correctly or if a modification is necessary.
- Zip and CD-ROM disks will be returned after the issue is published. Please be sure your address is clearly marked on the disk for efficient return.
- Composition costs for corrections, alterations, and handling will be charged to the advertiser at 30 percent over direct costs.

## MECHANICAL SPECIFICATIONS

MAGAZINE TRIM SIZE	8-3/8"	x	10-7/8"
FULL PAGE (NON-BLEED)	7-1/8"	x	9-5/8"
HALF PAGE HORIZONTAL	7-1/8"	x	4-5/8"
HALF PAGE VERTICAL	3-3/8"	x	9-5/8"
QUARTER PAGE	3-3/8"	x	4-5/8"
SPREAD (NON-BLEED)	15-3/8"	x	9-5/8"
FULL BLEED PAGE	8-5/8"	x	11-1/8"
BLEED SPREAD	17-1/8"	x	11-1/8"

## VISUAL SCHEMATICS



## 2009 DEADLINES

ISSUE	RESERVATIONS	MATERIALS
JANUARY	12/1/08	12/10/08
FEBRUARY	1/2/09	1/9/09
MARCH	2/2/09	2/9/09
APRIL	3/2/09	3/10/09
MAY	4/1/09	4/10/09
JUNE/JULY	5/1/09	5/8/09
AUGUST	7/1/09	7/10/09
SEPTEMBER	8/3/09	8/10/09
OCTOBER	9/1/09	9/10/09
NOVEMBER	10/1/09	10/9/09
DECEMBER	11/2/09	11/10/09

All insertion orders, materials,  
and instructions should be sent to:

Latosha Hilliard

Advertising Sales Representative

1110 Vermont Ave., NW, Suite 800

Washington, DC 20005

TEL 202.861.2513

FAX 202.449.1243

E-mail [advertising@nacubo.org](mailto:advertising@nacubo.org)

URL [www.nacubo.org](http://www.nacubo.org)

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