

Advertise with *EDUCAUSE Review*

When you advertise in *EDUCAUSE Review*, your ad dollars go further. Readership includes presidents, chancellors, and senior leaders in information management. This award-winning magazine explores current information technology developments and trends and what they mean for the higher education community.

Benefits of Advertising

- More reach for your advertising dollars—your ads will be seen by 22,000+ readers and 50,000 online viewers
- Premium positioning and discounted ad rates for corporate members
- Ability to share your message with today's higher education thought leaders
- Association with a highly targeted magazine catering to the higher education community



Recent Reader Survey Reveals...

** EDUCAUSE Review is the top-ranked publication in the field: 85% of our readers read it regularly.*

** 86% of our readers are involved in their institution's purchase of IT products and services.*

** 83% of readers find EDUCAUSE Review helpful in making decisions regarding campus technology issues.*

** EDUCAUSE Review is read cover-to-cover: Every section of the magazine scored at least 87% as having been seen by our readers.*

Based on results from the January 2011 Readex Reader Survey.

Circulation Demographics

- CIO/Senior IT Leaders 65%
- Support IT 15%
- Faculty 7%
- Library 4%
- Other Institutional 4%

Influential readership throughout the United States, Canada, and 64 countries.

2012 Ad Rates

Rates shown include 4-color printing.
Contact Ad Rep for b/w or spot color rates.

Single insertion	Non-Members	Members
spread	\$7,640	\$6,950
full page	\$4,400	\$4,000
2/3 page	\$3,470	\$3,150
1/2 island	\$3,160	\$2,870
1/2 page	\$2,940	\$2,670
1/3 page	\$2,430	\$2,210

4 insertions		
spread	\$7,050	\$6,410
full page	\$4,050	\$3,680
2/3 page	\$3,250	\$2,950
1/2 island	\$2,950	\$2,680
1/2 page	\$2,760	\$2,510
1/3 page	\$2,290	\$2,080

6 insertions		
spread	\$6,490	\$5,900
full page	\$3,810	\$3,460
2/3 page	\$3,060	\$2,780
1/2 island	\$2,780	\$2,530
1/2 page	\$2,600	\$2,360
1/3 page	\$2,180	\$1,980

Member rates are discounted approximately 10% from non-member rates. Preprinted inserts finished to mechanical specifications will be charged at applicable black and white rates, with each side counted as a single insertion.

Premium Positions

(Members Only, Requires 6 insertions agreement)

Back Cover	\$4,150
Inside Front Cover	\$3,970
Inside Back Cover	\$3,970
Inside Cover Spread	\$6,700
Other Premium Positions 15%	15%

Plan Your Ad Campaign Now for 2012

Issue	Conference Distribution	Reservations Due	Materials Due	Ships Week of
JAN/ FEB	MARC/ WSWRC/ELI	12/2/11	12/16/11	1/16/12
MAR/ APR	NERCOMP/ MWRC	2/3/12	2/17/12	3/5/12
MAY/ JUN	ENT/SEC/ SERC	4/6/12	4/20/12	5/7/12
JUL/ AUG		6/7/12	6/15/12	7/2/12
SEP/ OCT		7/27/12	8/10/12	8/27/12
NOV/ DEC	EDUCAUSE 2012	9/28/12	10/12/12	10/29/12

Online ad materials deadlines are two weeks prior to the ship dates listed. Reservation deadlines are the same as those for print. Deadlines may be subject to change; please contact your advertising representative for updates to the schedule.

Press Specifications

Trim size: 8.5 inches x 10.875 inches
Bleed allowance: .125 inches outside trim size
Live area: .25 inches inside trim size
Printing: Heat-set web offset
Binding: Perfect bind
Line Screen: 133 lpi
Paper: Cover: 140# Sterling Coated;
Text: 60# Citation Matte

Advertising Specifications (inches)

	Trim	Bleed	Live
Full Page	8.5 x 10.875	8.75 x 11.125	8 x 10.375
Spread	17 x 10.875	17.25 x 11.125	16.5 x 10.375
2/3 Page	4.625 x 9.5		
1/2 Island	4.625 x 7		
1/2 Horiz	7.125 x 4.625		
1/3 Sq	4.625 x 4.625		
1/3 Vert	2.25 x 9.5		

Digital Ad Requirements

All advertising must be in a digital format: a high-resolution PDF with all fonts and images embedded.

IMAGES must be a minimum of 300 ppi and CMYK, grayscale, or bitmap

COLORS must be 4-color process (CMYK) or grayscale

PROOFS: Printer and/or publisher cannot be held liable for color complaints when an ad is submitted without an acceptable color proof

MEDIA can be e-mailed to your representative; uploaded to our FTP site, or shipped to the address shown below. Contact your representative for more details at advertising@educause.edu

Online Ads

Digital ads will have the same two-month exposure as the corresponding issue of the print magazine. No more than four ads will be accepted in rotation for each of the three available positions.

Positions and Rates:

Vertical Banner, right side
(160 pixels wide x 600 pixels tall): \$1,000
Vertical Banner, left side, below nameplate
(160 pixels wide x 600 pixels tall): \$800
Button
(180 pixels wide x 150 pixels tall): \$600

File Specifications:

Maximum initial download fileweight is 40k.
Acceptable file formats are JPG and PNG.
No animations please.

View current online ads at: educause.edu/er

EDUCAUSE Review Advertising

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Ad Materials Shipping Address

EDUCAUSE Review
11450 Bristle Oak Trail
Austin, TX 78750