



# Society for College and University Planning

## Advertise With SCUP! 2007–2008

Advertise

SCUP's **Membership Directory** is one of the most highly rated member benefits. It is distributed to all members annually and is used by over 5,000 leaders in higher education. It is the source they turn to when seeking professional consultants for college and university projects.



### *Planning for Higher Education*

(PHE), published quarterly by SCUP, transmits knowledge, ideas, research, and experience that will advance the practice of higher education planning and policy-making. All SCUP members and hundreds of other subscribers receive PHE. You can purchase ad space in a single issue or in all four issues changing your ad each time.

SCUP's **Higher Education Online Marketplace**, found on SCUP's web site, is the place to advertise your products and service to reach thousands of higher education decision-makers. Your marketplace ad can be placed at any time throughout the year and remains online for 12 months. Visitors to the page can find your firm by typing in key words for the services they are seeking.

SCUP **Email News (SEN)** is the members' biweekly email newsletter and is also an opt-in email newsletter for nonmembers giving it a subscriber base of over 14,500 higher education leaders.



### Requirements for Submitting Print Ads

- Send files on a CD or by email.
- Provide a black and white proof of your ad.
- PDF files with embedded fonts are preferred, we also accept tif, eps, and jpg files.
- All artwork should be saved with a 300 minimum dpi resolution.
- Ads are printed in black and white, all photo elements must be saved in grayscale, not CMYK or RGB.

### Requirements for Submitting SEN Ads

- Send files on a CD or by email in .jpg, .png or .gif file format.
- All artwork should be saved at 72 dpi resolution at the correct size in RGB format.
- Include your web address—your SEN ad will link directly to your web site.

### Requirements for Submitting Marketplace Ads

- Name of firm
- Description—approximately 250 words.
- Web address—your marketplace ad will link directly to your web site.
- Mailing address, phone, fax—you may list multiple offices.
- Contacts—you may list people from more than one office. Include their email address.
- Please refer to other marketplace ads at [www.scup.org](http://www.scup.org) to see samples.

# Rates, Deadlines, and Insertion Order

## Quarter page vertical (3.5" wide by 4.75" tall)

PHE four issues \$1,050

## Half page (6.875" wide by 4.5" tall)

PHE one issue, \$1,050     PHE four issues, \$2,100     2008 Directory, \$1,450

2008 Directory, 4 PHE issues and Marketplace, \$3,600

## Full page (6.875" wide by 10" tall)

PHE one issue, \$1,250     PHE four issues, \$2,800     2008 Directory, \$2,275

2008 Directory, 4 PHE issues and Marketplace \$4,350

## Full page inside front or back cover in color (6.875" wide by 10" tall)

2008 Directory \$4,125

## Marketplace listing

One page for 12 months, \$1,250     One page with any other ad purchase, \$1,050

## SCUP Email News (SEN) (button ad, 125 x 125 pixels or full banner ad, 468 x 60 pixels)

Button, one issue, \$500     Button, two issues, \$800  
 Full banner, one issue, \$600     Full banner, two issues, \$1,000

**Contact Person** (for invoicing) \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Province/Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Graphics Person** (if different) \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Check one  Invoice me     Check enclosed     Mastercard     Visa     American Express

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

### Deadlines

**Membership Directory**—November 1, 2007

**Planning for Higher Education**

November 1, 2007 for the Jan.–March 2008 issue

January 15, 2008 for the April–June 2008 issue

April 15, 2008 for the July–Sept. 2008 issue

July 15, 2008 for the Oct.–Dec. 2008 issue

**Marketplace**—ads are accepted at any time

**SCUP Email News**—Tuesdays noon, EST

To apply, mail, fax or e-mail this form to: Betty Cobb  
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