



Make a new, **COLORFUL** splash advertising your services, products, and integrated planning experience with **SCUP!**

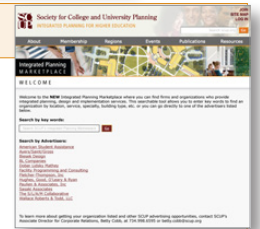
Planning for Higher Education (PHE) Journal—COLOR ads!

PHE is SCUP's quarterly professional, peer-reviewed print journal that is mailed to members and other leaders in higher education, totaling about 5,000. You can advertise in a single issue or several issues and change your ad each time.



Integrated Planning Marketplace

SCUP's online *Integrated Planning Marketplace* is a unique, searchable database tool on SCUP's web site where members and others can search for firms not only by location, services and building types, but by experience, expertise and successes in providing effective and **integrated** planning, design, and implementation at colleges and universities. SCUP is unique because it is the only association that promotes and provides integrated planning knowledge. There are other search engines where you can find an architect, engineer, or other consultant, but that is no longer enough in today's complex environment. SCUP's *Integrated Planning Marketplace* goes further, and gives you the opportunity to describe your integrated expertise to reach the core of SCUP's constituency. This is your chance to rewrite your generic firm description, and tell us about your successes in integrated planning, design and implementation.



SCUP Email News (SEN)

SEN is an online weekly newsletter, sent to members and non-members, totaling over 9,000 higher education leaders. We offer banner or button ads to promote your firm, services, programs, products, job openings, etc.

Rates, including bundled ad discounts, and an insertion order form are on page 2.

Deadlines and Requirements for Submitting Your Artwork

Integrated Planning Marketplace Listings

- There is no deadline—listings are accepted at any time and remain online for 12 months
- Send to SCUP in Word format via email or on CD
- Include the following information for your listing:
 - Firm name, address, city, state, postal code, phone, and fax for as many locations as applicable
 - Firm web address
 - Contact person(s)' name, title and email
 - Services and/or disciplines offered
 - **Description of firm's integrated planning expertise and experience**
 - College and university building types where you offer services and/or disciplines
 - Include firm logo in JPG, PNG, or GIF file format, using RGB color. Maximum image size is 270 px wide by 70 px tall at 72 dpi resolution.

Planning for Higher Education (PHE) Journal Ads

- Deadline January 15, 2012 for April–June 2012 issue
- Deadline April 15, 2012 for July–September 2012 issue
- Deadline July 15, 2012 for October–December 2012 issue
- Deadline November 1, 2012 for January–March 2013 issue
- Send files on a CD or by email
- Provide a hard copy proof of your ad
- PDF files with embedded fonts are required, and we accept TIF, EPS, and JPG files
- All artwork should be saved with a 300 minimum dpi resolution
- Save all color elements in CMYK color format, not Pantone or RGB

SCUP Email News (SEN) Ads

- Ads must be received on any Tuesday by noon eastern time to appear in the following week's SEN
- Send files by email in JPG, PNG, or GIF file format
- Save 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



Rates and Insertion Order Form—All Ads are in Full COLOR!

Integrated Planning Marketplace Listings

One listing for 12 months \$600 USD with any other ad purchase, \$500 USD

Planning for Higher Education (PHE) Journal Ads

Quarter page vertical (3.5" wide by 4.75" tall)..... N/A..... four issues \$1,200 USD

Half-page (6.875" wide by 4.5" tall)..... one issue, \$1,200 USD..... four issues, \$2,300 USD

Full-page (6.875" wide by 10" tall) one issue, \$1,500 USD..... four issues, \$3,000 USD

Full-page, inside covers..... N/A..... four issues, \$4,300 USD

Bundled Rates

Half-page ad in four issues of PHE, plus Integrated Marketplace listing, 12 months..... \$2,700 USD

Full-page ad in four issues of PHE, plus Integrated Marketplace listing, 12 months \$3,400 USD



SCUP Email News (SEN) Ads

Button (125 by 125 pixels)..... one issue, \$500 USD..... two issues, \$800 USD

Banner (468 by 60 pixels) one issue, \$600 USD..... two issues, \$1,000 USD

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 _____ CSC _____

(The CSC is the 3- or 4-digit code located on the back of MasterCard or Visa cards, and on the front of American Express cards.)

Expires _____ Signature _____

Mail, fax, or email this form to: Betty Cobb
Society for College and University Planning
1330 Eisenhower Place, Ann Arbor, MI 48108 USA
734.764.2004 phone; 734.661.0573 fax; betty.cobb@scup.org