

**ACUA's College and University Auditor  
Display Advertising Rates**

To place an ad with ACUA please complete the following order form and return form via mail or email. Email your ad to the attention of Raven Hardin at [rhardin@kellencompany.com](mailto:rhardin@kellencompany.com).

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

**Type of Advertisement & Bulk Advertisement Selection:**

*\*Bulk advertising discounts are available to any author whose company wants to include an advertisement in the same issue as their article.*

Type of Advertisement	Rate per Insertion		
	Current Rate	2 Issues (5% discount)	3 Issues (10% discount)
Inside Front Cover – Full Page	<input type="checkbox"/> \$755	<input type="checkbox"/> \$715	<input type="checkbox"/> \$680
Inside Back Cover – Full Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$710	<input type="checkbox"/> \$675
Back Cover – 3/4 Page	<input type="checkbox"/> \$825	<input type="checkbox"/> \$785	<input type="checkbox"/> \$745
Centerfold – Full Page	<input type="checkbox"/> \$550	<input type="checkbox"/> \$525	<input type="checkbox"/> \$500
Full Page	<input type="checkbox"/> \$525	<input type="checkbox"/> \$500	<input type="checkbox"/> \$475
Two Column – 2/3 Page	<input type="checkbox"/> \$475	<input type="checkbox"/> \$450	<input type="checkbox"/> \$430
Half Page	<input type="checkbox"/> \$425	<input type="checkbox"/> \$405	<input type="checkbox"/> \$385
One Column – 1/3 Page	<input type="checkbox"/> \$375	<input type="checkbox"/> \$355	<input type="checkbox"/> \$340
Quarter Page	<input type="checkbox"/> \$325	<input type="checkbox"/> \$310	<input type="checkbox"/> \$295
1/8 Page	<input type="checkbox"/> \$225	<input type="checkbox"/> \$215	<input type="checkbox"/> \$205

**Issue(s) in which ad should run:**

- Winter issue     Summer issue     Fall issue

**Printing Specifications**

- File formats include pdf for print (300 dpi) or PC compatible as a tif or eps file, 300 dpi.
- No bleeds
- Line screen can be 100-133
- One color ads are black ink
- Two-color ads are black and PMS 287 blue

**Ad Sizes**

- A Full page 7" x 10"
- Outside Back Cover 7 1/2" x 7 5/16" (horizontal)
- Half page 7" x 5" (horizontal)
- Half page 3 5/16" x 10" (vertical)
- Quarter page 3 5/16" x 5"
- Eighth page 3 5/16" x 2 1/2" (horizontal)
- Eighth page 2 2/16" x 5" (vertical)

**Deadlines**

All ad deadlines are included on the ACUA website at:

[http://acua.org/ACUA\\_Resources/College\\_University\\_Auditor\\_Journal.asp](http://acua.org/ACUA_Resources/College_University_Auditor_Journal.asp)

***Advertising placement is at the discretion of the association.***

**Payment Type:** All display advertising must be prepaid.

**Total:** \_\_\_\_\_

Check     Visa     MasterCard     American Express     Discover

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name printed on card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Return form to:** ACUA, 4400 College Blvd., Ste., 220, Overland Park, KS 66211;  
Phone: (913) 222-8663; E-mail: rhardin@kellencompany.com; Website: www.ACUA.org