

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 Kristin Miodonsky at KMiodonsky@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) |
| Journal Landing Page & Article Advertisement | <input type="checkbox"/> \$825 | <input type="checkbox"/> \$785 | <input type="checkbox"/> \$745 |
| Journal Article Page Advertisement | <input type="checkbox"/> \$550 | <input type="checkbox"/> \$525 | <input type="checkbox"/> \$500 |

Issue(s) in which ad should run:

Winter issue Summer issue Fall issue

Deadlines

All ad deadlines are included on the ACUA website at:
http://acua.org/ACUA_Resources/College_University_Auditor_Journal.asp

Advertising placement is at the discretion of the association.

Ad Sizes

Journal Landing Page & Article Advertisement:

Desktop/tablet view: Dynamic width/height, to accommodate different ad styles.

- Width of ads should not exceed 728px. Height shouldn't exceed 480px.
- The ideal dimensions for this ad will be 728px (w) X 315px (h).
- Desktop/Mobile view: 320px (w) X 480px (h)

Advertisers who want to purchase ad space on the journal landing page should provide ads in both formats, so that their ads reach all intended audiences.

Alternatively, if an advertiser has created an IAB compatible HTML5 ad, they can provide the .zip archive.

Journal Article Page Advertisement:

- Desktop/Mobile view: 320px (w) X 480px (h)

***For all ads, it will be the advertiser's responsibility to web-optimize any images they provide, and they will need to have vetted the images to ensure that they have rights to use them.**

***Along with the images, please provide alternate text (for ADA-compliance) and optional accompanying HTML, which will appear immediately below the ad image.**

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: KMiodonsky@kellencompany.com; Website: www.ACUA.org