

AMERICAN ASSOCIATION OF COMMUNITY COLLEGES MEDIA KIT

**Don't miss your opportunity to reach leaders
in 9 out of 10 community colleges in America.**
AACC Member Directory

For more information, please contact:

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NAYLOR 
ASSOCIATION SOLUTIONS



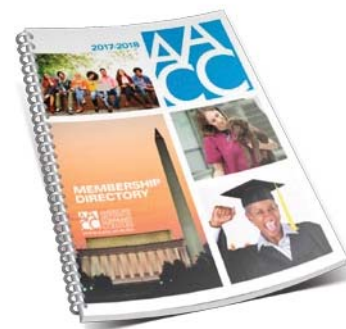


ADVERTISE AND REACH:

- Member institutions that spend **more than \$29.3 billion a year** on products and services.
- **9 out of 10** community colleges in the U.S.
- Colleges that are part of **the largest growing sector of U.S. higher education**, enrolling nearly half of all undergraduates.
- A membership base that includes **the senior leaders in the industry, such as presidents, CEOs and chancellors** at community colleges throughout the country.

ABOUT AACC

- We are **the national "voice" and primary advocacy organization** for the nation's two-year colleges.
- AACC is **the nation's largest association** to solely represent community colleges.
- Our members include more than 9 in 10 institutions that **serve more than 12 million students**, accounting for almost half of all U.S. undergraduates.



AACC
MEMBERSHIP
DIRECTORY

NAYLOR 
ASSOCIATION SOLUTIONS

**Advertise in the AACC Membership Directory today
and reach community colleges in the largest and fastest
growing sector of U.S. higher education.**



AACC MEMBERSHIP DIRECTORY



Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	
Double Page Spread	\$5,519.50
Outside Back Cover	\$3,789.50
Inside Front or Inside Back Cover	\$3,709.50
Full Page	\$3,149.50
2/3 Page	\$2,719.50
1/2 Page	\$1,999.50
1/3 Page	\$1,509.50
1/4 Page	\$1,149.50
1/6 Page	\$909.50
1/8 Page	\$699.50

Black-and-White Rates	
Full Page	\$2,369.50
2/3 Page	\$2,039.50
1/2 Page	\$1,499.50
1/3 Page	\$1,129.50
1/4 Page	\$869.50
1/6 Page	\$679.50
1/8 Page	\$529.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Sponsorship | \$815

Sponsorship Max | \$1,000

Skyscraper | \$920

Bellyband | \$815

Large Toolbar | \$400

Ad "Jolt" Upgrade | \$250

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of 09/2018

AACC MEMBERSHIP DIRECTORY DIGITAL EDITION



EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on AACC's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, AACC Membership Directory is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Large Toolbar | \$400

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$920

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Belly Band | \$815

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

Sponsorship* | \$815

Sponsorship MAX* | \$1,000

Your message will be prominently displayed directly across from the cover of the magazine.

*Video capabilities are not supported for Sponsorship MAX.

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For the latest online specs, please visit www.naylor.com/online Specs

AACC MEMBERSHIP DIRECTORY DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

AACC Membership Directory is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop
Responsive HTML
Reading View



1 Leaderboard (all views) | \$XX.XX

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$XX.XX

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner | \$XX.XX

4 2nd TOC Mobile Banner | \$XX.XX

Additional TOC Mobile Banner | \$XX.XX

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$XX.XX

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$XX.XX

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert | \$XX.XX

• Medium Insert | \$XX.XX

• Large Outsert | \$XX.XX

• Medium Outsert | \$XX.XX

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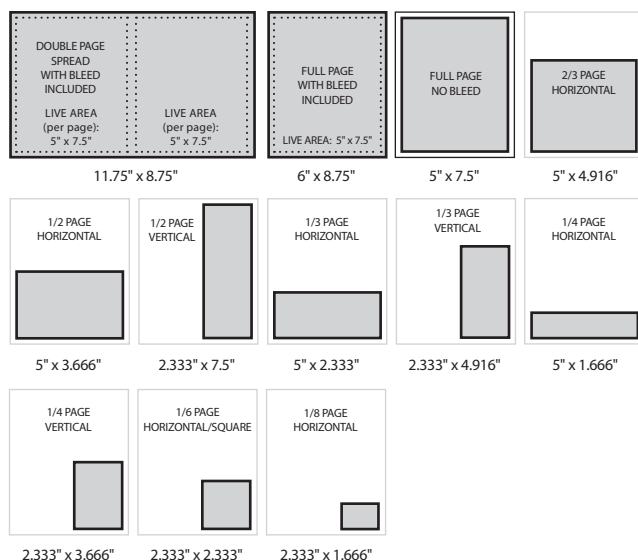
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PRINT ADVERTISING SPECIFICATIONS



AACC MEMBERSHIP DIRECTORY

Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Specs for Outsert/Inserts

1 Pg / 2 Surface 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"
Postcards 6" x 4.25"
Heavy Card Stock Insert 5.25" x 8.25"
Postal flyersheets 5.75" x 8.5"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com/adupload

Production Services, Proofs and Revisions

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Digital Edition

For the latest online specs, please visit
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