

THE VOICE

OF HISPANIC HIGHER EDUCATION

Media Kit
2011

FROM THE EDITOR

The Voice of Hispanic Higher Education Magazine

The Hispanic Association of Colleges and Universities (HACU), publishers of "The Voice of Hispanic Higher Education," can help you reach individuals in more than 450 colleges and universities committed to Hispanic higher education success in the U.S., Puerto Rico, Latin America, Spain and Portugal.

"The Voice of Hispanic Higher Education" is published quarterly and offers its readers the latest information on higher education issues impacting the nation's fastest-growing population as well as the latest news on HACU-members.

HACU-member institutions receive copies of the magazine and selected magazines are distributed at HACU conferences. Current circulation is more than 2,000 and continues to grow with each issue. "The Voice" magazine readership reaches faculty, administrators, students, government, business, media, minority and political organizations, as well as foundations with an interest in Hispanic higher education.

Editor

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Advertising / Subscriptions

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CLOSING DATES

Spring Issue: February/March 2011

Space reservation deadline:

January 10, 2011

Ad materials deadline:

January 14, 2011

Summer Issue: May/June 2011

Space reservation deadline:

March 15, 2011

Ad materials deadline:

April 5, 2011

Fall Issue: August/September 2011

HACU's 25 years of championing Hispanic higher education commemorative issue

(To also be distributed at the 25th Annual Conference)

Space reservation deadline:

July 5, 2011

Ad materials deadline:

July 5, 2011

Winter Issue: November/December 2011

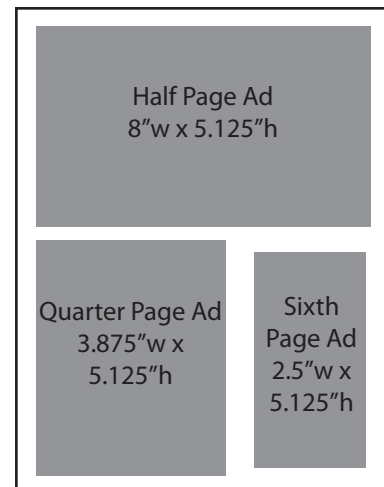
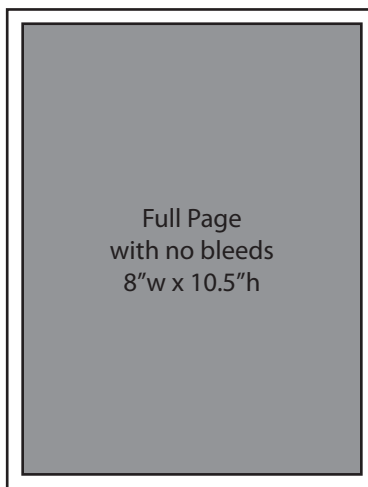
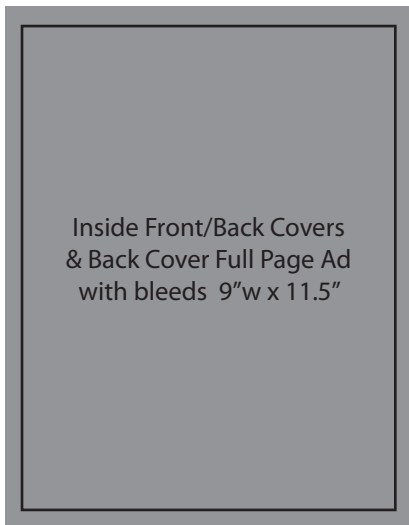
Space reservation deadline:

September 15, 2011

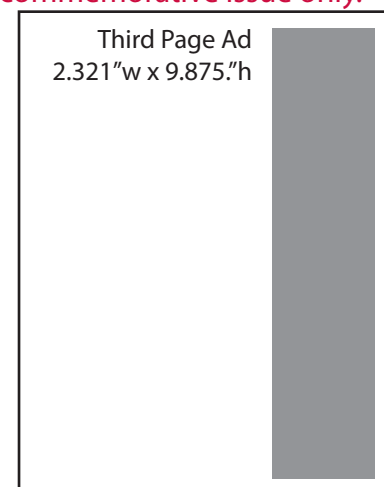
Ad materials deadline:

October 5, 2011

SPECS AND RATES



New! Ad space available in commemorative issue only.



MATERIALS REQUIRED:

Digital specs

Adobe InDesign (CS4 or earlier) with high-resolution elements and fonts

Adobe Illustrator (CS4 or earlier) with high-resolution elements and fonts

PDF files (must be supplied at exact size, position and high-resolution)

Rate Card

HACU-members receive an additional 20% discount on the prices above.

"The Voice of Hispanic Higher Education" is published 4 times a year by the Hispanic Association of Colleges and Universities (HACU). Rates represent cost per insertion, are net, and subject to change.

Inside Ads - Trim Size of Magazine: 8.5" w X 11" h

Size	Width x Depth	1x	2x 10% discount	3x 20% discount	4x 30% discount
Full	8" w x 10.5" h	\$2,000.00	\$1,800.00	\$1,600.00	\$1,400.00
Half	8" w x 5.125" h	\$1,400.00	\$1,260.00	\$1,120.00	\$980.00
Quarter	3.875" w x 5.125" h	\$800.00	\$720.00	\$640.00	\$560.00
Sixth	2.5" w x 5.125" h	\$600.00	\$540.00	\$480.00	\$420.00
Third	2.321" w x 9.875" h	\$1,100.00	\$990.00	\$880.00	\$770.00

Cover Ads - bleeds for inside front and back covers and outside back cover ads only

Cover	Size	1x	2x 10% discount	3x 20% discount	4x 30% discount
Inside front cover	9" w x 11.5" h	\$2,200.00	\$1,980.00	\$1,760.00	\$1,540.00
Inside back cover	9" w x 11.5" h	\$2,200.00	\$1,980.00	\$1,760.00	\$1,540.00
Outside back cover	9" w x 7.25" h	\$2,000.00	\$1,800.00	\$1,600.00	\$1,400.00

Electronic submissions e-mail news@hacu.net.

SUBSCRIPTION



Yes, start my subscription.

Check one:

Regular price

- One year subscription - \$35.00
 Two year subscription - \$50.00 (a \$20 savings)

HACU-member rate (Save 20% with member discount.)

- One year subscription - \$28.00
 Two year subscription - \$40.00

Thank you for your interest in our publication. Order online or fill out the form and mail or fax to:

Hispanic Association of Colleges & Universities
 Attn: The Voice Magazine Subscription
 8415 Datapoint Drive, Suite 400
 San Antonio, TX 78229
 Fax # (210) 692-0823 (Attn: The Voice Magazine Subscription)

Choose one of the following:

- Bill me
 Check enclosed
 (Payable to the Hispanic Association of Colleges and Universities)
 Purchase Order
 Charge my:



Card #: _____
 Expiration Date: ____/____/____

Ship magazine to:

Name: _____
 Title: _____
 Institution/Company: _____
 Organization/Address: _____
 City/State/Zip: _____
 Phone No: _____
 Fax No: _____
 Email: _____

To pay subscription online, visit www.hacu.net and select HACU news, The Voice

THE VOICE

OF HISPANIC HIGHER EDUCATION

WWW.HACU.NET

INSERTION ORDER

Please insert the following advertisement for:

(HEADLINE) _____

Camera Ready

Date of Insertion _____ Size* _____

Consecutive insertions beginning: _____

Frequency Discount: 1X 2X 3X 4X

Insertion Date(s): Spring Summer Fall Winter

Special Instructions: _____

Amount of Advertisement: _____

TOTAL DUE: _____

Advertiser Signature: _____

Printed Name: _____

Accepted by (Publisher): _____

* If taking out a full-page ad, please email your log to news@hacu.net for "Featured advertiser" listing

BILLING INFORMATION

Contact Name/Title: _____

Company/Institution: _____

Billing Address: _____

City: _____

State/Zip: _____

Phone/Fax: _____

E-Mail Address: _____

Purchase Order No.: _____

Check Bill my credit card
 VISA MasterCard American Express

Card Number: _____ Exp. Date: _____

Name on Card: _____

Signature: _____

Mail this form with payment to:

Hispanic Association of Colleges & Universities
Attn: The Voice Magazine
8415 Datapoint Drive, Suite 400
San Antonio, TX 78229

Or fax:

Attn: The Voice/Darlene Martin
Fax # (210) 692-0823

OPPORTUNITIES

Online job postings

Online job postings include a short job description (maximum 110 words - 10 point, Verdana font) at www.hacu.net with a link to the organization's website for complete job description. Each link will be posted for 30 days from the first day it appears on the website, unless otherwise requested. The HACU monthly e-Newsletter includes a link to the job postings section. The listing will appear on HACU's website's homepage for 30 days.

For more information and rates on job postings, contact Abigail Martinez at (210) 692-3805 or via email: jobpost@hacu.net.

Conference Advertising

Your full- or half-page ad can reach out to leaders of HACU-member and partner colleges and universities, public policymakers, key federal agency leaders, allied organizations, corporate, community and philanthropic representatives.

For more information, contact Vanessa Martin at (210) 576-3254, or via email: vmartin@hacu.net.

- **25th Annual HACU Conference** - "25 Years of Championing Hispanic Higher Education Success," October 29-31, 2011. Grand Hyatt San Antonio, San Antonio, TX. Conference Program Advertising Space Reservation Deadline – August 19, 2011. Camera-Ready Ad – August 26, 2011.

Sponsorships

Promote your business through a conference event sponsorship. Opportunities to customize a sponsorship are also available. For information on sponsorships, contact Tessa Benavides, Director of Development, (210) 576-3224 or via e-mail: tbenavides@hacu.net.

CONTACTHACU

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