

HACU 40th ANNUAL CONFERENCE

40 Years of Championing Higher Education Success: One Graduate at a Time

October 31 - November 2, 2026

Gaylord Pacific Resort & Convention Center • Chula Vista, California

CONFERENCE PROGRAM ADVERTISING

Program Mechanical Advertisement Specifications

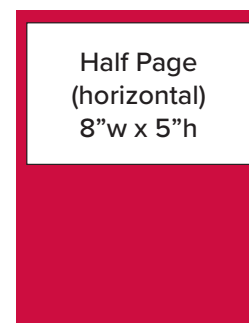
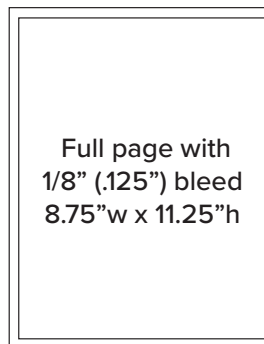
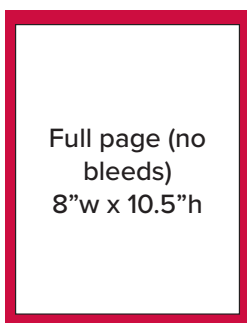
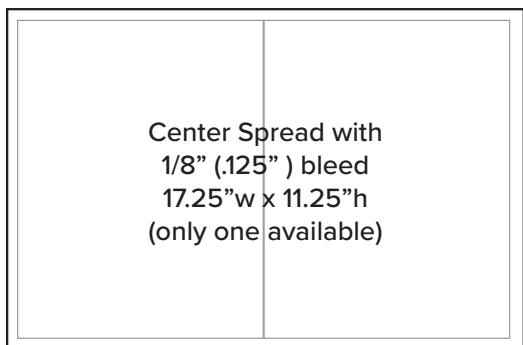
The printed conference program is a marketing piece that all conference attendees receive and contains key information on conference events, sessions, exhibitors and much more. Advertising in this annual conference program is a great opportunity to reach out to leaders of HACU member and non-member colleges and universities, public policymakers, key federal agency leaders, allied organizations, students, corporate, community and philanthropic representatives.



Advertise your web site, product or services, or promote your program, career opportunities, school, agency or business.

Ad Size	HACU-Member Institution Rate	Regular Rate
Full-page	\$1,600	\$2,000
Half-page	\$800	\$1,200
Center spread (only one available)	\$5,000	\$5,000

Ads must be submitted as camera-ready originals or PDF files in color only. Full page ads may be submitted with bleeds or no bleeds. Half page ads may be submitted as horizontal or vertical ads. No bleeds on half page ads. No film or native application files (i.e. InDesign, Quark Xpress, etc.) will be accepted. 300 DPI Formats acceptable are PDF, TIFF, EPS, and PSD.



DEADLINES

Space Reservation Deadline - Sept. 9, 2026

Camera Ready Ad - Sept. 16, 2026

Please submit ads to development@hacu.net by the camera ready deadline.

For more information on advertising opportunities, please contact:

Hispanic Association of Colleges and Universities

Office of Development

(210) 692-3805

development@hacu.net

#HACU2026