

32nd Annual National Capitol Forum on Higher Education

April 6-7, 2027 • JW Marriott Washington DC

Program Mechanical Advertisement Specifications

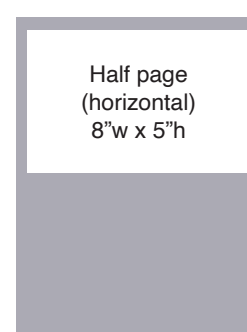
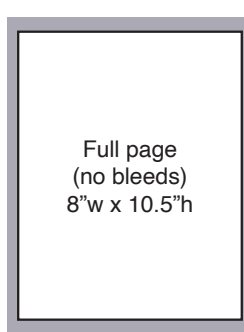
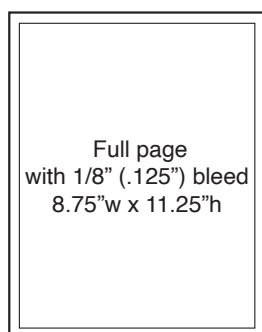
Advertise in the Capitol Forum Program

The Capitol Forum Program serves as the official guide to the event and is distributed to all attendees. Advertising in the program is an effective way to showcase your organization while demonstrating your support for Hispanic-Serving Institutions (HSIs) and the students they serve.

Advertising provides an opportunity to reach an engaged audience of college and university leaders, students, and partner organizations by promoting your institution, programs, products and services, or brand.



Ad Size	Members	Non-Members	Trim Area
Full Page w/ Bleeds	\$800	\$1000	8.75" w x 11.25" h
Full Page	\$800	\$1000	8" w x 10.5" h
Half-Page	\$400	\$600	8" w x 5" h



Ads must be submitted as camera-ready originals or PDF files in color only. Bleed and non-bleed ads are accepted. No film or native application files (i.e. InDesign, Illustrator, etc.) will be accepted. 300 DPI formats acceptable are PDF, JPG, EPS, TIFF and PSD.

To reserve your ad, complete a reservation form online by March 5 at www.hacu.net.
Submit your camera-ready ads by March 12 to development@hacu.net.

For more information on advertising opportunities, please contact:
Office of Development at development@hacu.net.
Hispanic Association of Colleges and Universities
(210) 692-3805 (voice) • (210) 692-0823 (fax)

Ad Space Reservation Deadline: March 5, 2027
Camera-Ready Ad: March 12, 2027