

HISPANIC ASSOCIATION OF COLLEGES & UNIVERSITIES

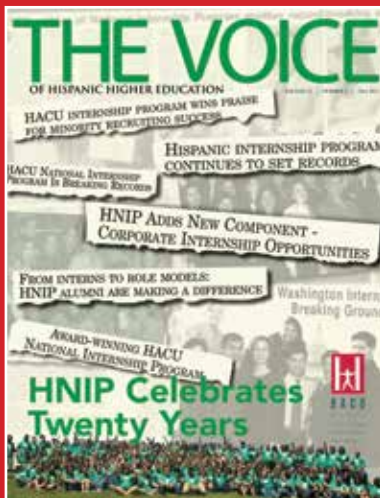
THE VOICE

OF HISPANIC HIGHER EDUCATION

HACU

Media Kit

2013



FROM THE EDITOR

The Voice of Hispanic Higher Education Magazine

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

HACU-member institutions receive copies of the magazine and select issues are distributed at HACU conferences. Current circulation is more than 2,000 and grows 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.

"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.

Editor

Norma Jean Revilla-García

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CLOSING DATES

Spring Issue: February/March 2013

Space reservation deadline: **February 5, 2013**

Ad materials deadline: **February 15, 2013**

Summer Issue: May/June 2013

Space reservation deadline: **March 14, 2013**

Ad materials deadline: **April 4, 2013**

Fall Issue: August/September 2013

Space reservation deadline: **July 5, 2013**

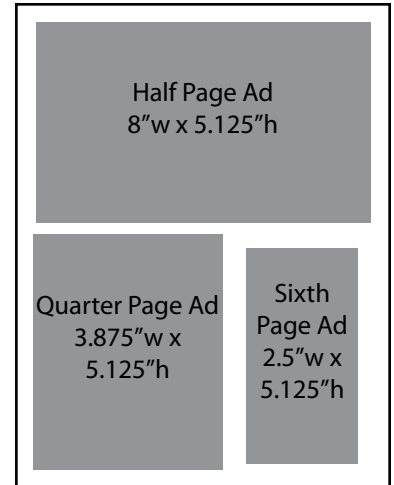
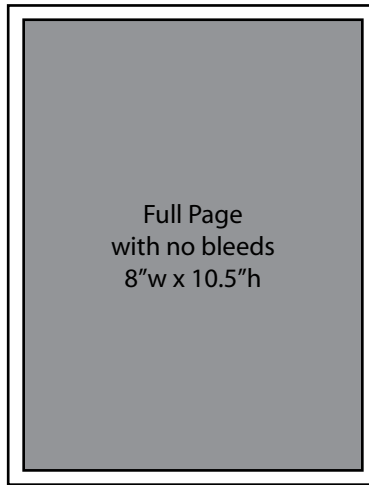
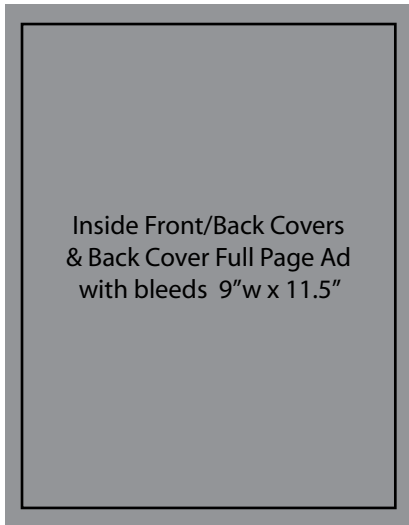
Ad materials deadline: **July 9, 2013**

Winter Issue: November/December 2013

Space reservation deadline: **September 13, 2013**

Ad materials deadline: **October 4, 2013**

SPECS AND RATES



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. Full- and half-page advertisers will be listed as "featured advertisers" on "The Voice of Hispanic Higher Education" website.

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

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*

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/Norma Jean Revilla-García
Fax # (210) 692-0823

ONLINE JOB POSTING AND CONFERENCE ADVERTISING OPPORTUNITIES

Online job postings

Online job postings - A short job description (maximum 110 words - 10 point, Verdana font) at www.hacu.net with a link to the organization's web site for the complete job description. Each link will be live on HACU's homepage 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 posting. For rate information, contact (210) 576-3200, or via e-mail, jobpost@hacu.net.

2013 Conference Program Advertising

Your full- or half-page ad reaches 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 information, contact Office of Development at development@hacu.net, or (210) 576-3254.**

- **10th Annual HACU International Conference**
February 27-March 1, 2013, Grand Hyatt San Antonio Hotel, San Antonio, TX. Conference Program Advertising Space Reservation Deadline – December 7, 2012. Camera-Ready Ad – December 14, 2012.
- **18th Annual National Capitol Forum on Hispanic Higher Education**
April 15-16, 2013, Westin Washington D.C. City Center. Conference Program Advertising Space Reservation Deadline – February 22, 2013. Camera-Ready Ad – March 1, 2013
- **27th Annual Conference**
October 26-28, 2012. Hilton Chicago. Chicago, Illinois. Advertising space reservation deadline: September 18, 2013. Camera-ready ad September 21, 2013



Sponsorships

Promote your business through a conference event sponsorship, with opportunities to customize a sponsorship available. **For information on sponsorships, contact Office of Development at development@hacu.net or (210) 576-3224.**