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 470 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, as part of a circulation of 1,500 with each issue. Select issues may receive additional distributional at HACU events and conferences. “The Voice” magazine readership reaches faculty, administrators, students, as well as individuals with an interest in Hispanic higher education.

Published quarterly, “The Voice” 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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Fax: (210) 692-0823
news@hacu.net

**Closing Dates**

**Spring 2018 Issue: February/March**
Space reservation deadline: January 31
Ad materials deadline: February 15

**Summer 2018 Issue: May/June**
Space reservation deadline: April 27
Ad materials deadline: May 15

**Fall 2018 Issue: August/September**
Space reservation deadline: July 31
Ad materials deadline: August 15

**Winter 2018 Issue: November/December**
Space reservation deadline: September 28
Ad materials deadline: October 17

**Magazine Editorial**

**News and pictures**

HACU members can send international and national news about your institution for consideration for The Voice Magazine.

News releases or news items, photos and logos are accepted. Also stories and photos about Title V are accepted for every issue. Send to news@hacu.net with subject line: News for The Voice Magazine.

**Send news by the following deadlines:**

Spring Issue: February/March
Editorial deadline: February 15

Summer/Commencement Issue: June
Editorial deadline: May 15

Fall Issue: August/September
Editorial deadline: August 15

Winter Issue: November/December
Editorial deadline: October 17

**Stay Connected with HACU on Twitter @HACUNews**
SPECS AND RATES

MATERIALS REQUIRED:
Digital specs
Adobe InDesign with high-resolution elements and fonts
Adobe Illustrator with high-resolution elements and fonts
PDF files (must be supplied at exact size, position and high-resolution)

Rate Card
“The Voice of Hispanic Higher Education” is published four 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

<table>
<thead>
<tr>
<th>Size</th>
<th>Width x Depth</th>
<th>HACU Member Rate</th>
<th>Regular Rate (Non-members)</th>
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<tr>
<td>Full</td>
<td>8”w x 10.5”h</td>
<td>$1,600</td>
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<td>8”w x 5”h</td>
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<td>2.5”w x 5”h</td>
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<td>$600</td>
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Inside Front Cover Ad with bleeds

<table>
<thead>
<tr>
<th>Cover</th>
<th>Size</th>
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<tbody>
<tr>
<td>Inside front cover (full page)</td>
<td>9”w x 11.5”h</td>
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<tr>
<td>Inside back cover (full page)</td>
<td>9”w x 11.5”h</td>
<td>$1,800</td>
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</tbody>
</table>

Electronic submissions news@hacu.net
Online insertion order form is available at www.hacu.net

Advertiser (Organization)  

(HEADLINE OF ADVERTISEMENT)  

Camera Ready  

Insertion Year of Issue __________  

Spring  

Summer  

Fall  

Winter  

HACU Member Discount  

☐ Full Page $1,600  ☐ Half Page $1,120  ☐ Quarter Page $640  ☐ Sixth Page $480  ☐ Inside Front $1,800  ☐ Inside Back Cover $1,800  

Regular Rate (Non-members)  

☐ Full Page $2,000  ☐ Half Page $1,400  ☐ Quarter Page $800  ☐ Sixth Page $600  ☐ Inside Front $2,200  ☐ Inside Back Cover $2,200  

Special Instructions:

Advertiser Signature:  

Print Name:  

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:  Security Code:  

Name on Card:  

Signature:  

Mail this form with payment to:  

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

Or email: 

Subject: The Voice Magazine  
news@hacu.net
Thank you for your interest in our publication. Order online or fill out the form and mail or fax to:

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

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

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

Choose one of the following:

_____ Bill me

Check enclosed

(Payable to the Hispanic Association of Colleges and Universities)

_____ Purchase Order

Charge my:

Visa
MasterCard
American Express

Card #: ___________________________  Expiration Date: _________/__________  Security Code ________

Ship magazine to:

Name:______________________________________________
Title:______________________________________________
Institution/Company:________________________________
Organization/Address:______________________________
City/State/Zip:______________________________________
Phone No:__________________________________________
Fax No:____________________________________________
Email:_____________________________________________
OTHER OPPORTUNITIES

Online Job Postings/Employment links
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. Information is also available at: http://www.hacu.net/hacu/InformationRates.asp

HACU eNewsletter
The HACU eNewsletter is published monthly. Each issue includes HACU News, announcements, and links to resources available (such as Hispanic higher education research and references).

Information and links to grant applications, scholarships, and similar opportunities are accepted for consideration each month for the announcements section. Calls for proposals and/or free workshops are the only conference-related information and links accepted for the newsletter. The following is the e-newsletter schedule.

The e-newsletter is published online at http://www.hacu.net/hacu/E-Newsletter1.asp

<table>
<thead>
<tr>
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<tr>
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<tr>
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<tr>
<td>Nov. 9</td>
<td>Due by: Nov. 2</td>
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<tr>
<td>Dec. 7</td>
<td>Due by: Nov. 30</td>
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<td>Due by: March 1</td>
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<td>Dec. 6</td>
<td>Due by: Nov. 29</td>
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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 rate information, contact Office of Development at development@hacu.net, or (210) 692-3805.

Sponsorships
Promote your business through a conference event sponsorship. Opportunities to customize a sponsorship are available. For sponsorship information, contact Office of Development at development@hacu.net or (210) 692-3805.

Visit www.hacu.net for the latest conference information.
2018 HACU CALENDAR

HACU National Capitol Forum

#HACU18
April 9-10, 2018
HACU 23rd Annual National Capitol Forum on Hispanic Higher Education
Washington Marriott at Metro Center • Washington, D.C.

HACU Annual Conference

#HACU18
October 6-8, 2018
32nd Annual Conference
“Championing Hispanic Higher Education: Building America’s Future”
Atlanta Marriott Marquis • Atlanta, GA

October 6, 2018 (Pre-conference events)
HACU 17th Annual Latino Higher Education Leadership Institute
Atlanta Marriott Marquis • Atlanta, GA

HACU Fourth PreK-12/Higher Education Collaboration Symposium
Atlanta Marriott Marquis • Atlanta, GA

October 9, 2018 (Post-conference event)
HACU Seventh Annual Deans’ Forum on Hispanic Higher Education
Atlanta Marriott Marquis • Atlanta, GA

Information on advertising, partnership/sponsorship, and exhibitor opportunities are available by contacting HACU at (210) 692-3805, or by sending an email to development@hacu.net.