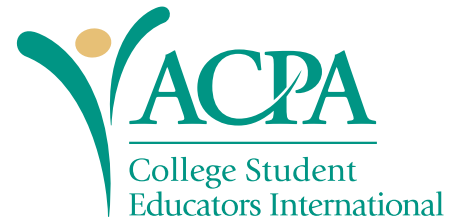


ABOUTCAMPUS

ENRICHING THE STUDENT LEARNING EXPERIENCE

2010-11

ADVERTISING
OPPORTUNITIES



BACKGROUND

Founded in 1924 by May Cheney, American College Personnel Association (ACPA) grew from forty-six members within five years to nearly 8,500 today. Headquartered at the National Center for Higher Education in Washington, DC, ACPA represents individual professionals, faculty, students, educational institutions, organizations, and companies. They all share a common interest – to support and foster college student learning throughout campuses across the country and around the world.

ACPA publishes **ABOUT CAMPUS** magazine and the **JOURNAL OF COLLEGE STUDENT DEVELOPMENT**, which are distributed to faculty, administrators and institutional libraries. The association also has philanthropic support from the ACPA Foundation. **ABOUT CAMPUS** was created to serve as a catalyst for educators in college and universities to thoughtfully examine a variety of issues, policies, and practices and how they affect the quality of undergraduate education and student's learning. The first issue was published in March 1996.

Since its inception, **ABOUT CAMPUS** has featured articles directed to relatively wide audiences – student affairs educators, faculty and academic administrators – who share a common commitment and responsibility to fostering student learning and success in all aspects of the undergraduate experience. The magazine offers an exciting and eclectic mix of articles to engage educators in exploring issues related to helping students learn. There are also feature articles that provide an in-depth look at issues in a range of areas affecting undergraduate education.

CIRCULATION

ABOUT CAMPUS is published bimonthly in February, April, June, August, October and December. It reaches approximately 10,000 ACPA members and subscribers.

READERSHIP DEMOGRAPHICS 2009-10

ACPA members receive an annual subscription to the publication with their membership.

TOTAL MEMBERS 7,451

GENDER

Female	4,228	Male	2,579
Transgender	8	Other	83

PROFESSIONAL EXPERIENCE (YEARS)

0 – 5	3,006
6 – 10	1,065
11 – 20	1,284
20+	884

TOP AREAS OF RESPONSIBILITY

Housing–Residence Life
Student Affairs Administration
Leadership Development
Student Activities

TOP WORK SETTINGS

4-year Public	3,315
4-year Private	2,166

HIGHEST DEGREES

Bachelor's	1,375
Masters	3,519
Doctorate	1,263

FUNCTIONAL AREAS

Academic Advising	970
Admissions	361
Enrollment Management	331
Adult-Learner Services	180
Assessment-Research	625
Career Placement	620
Commuter Services	264
Counseling	738
Disabled Student Services	225
Financial Aid	123
Food Services	92
Gay, Lesbian, Bisexual Awareness	551
Graduate Preparation Program	174
Greek Affairs	536

Health, Drugs, Alcohol	369
International Student Services	376
Intramural-Recreational Sports	188
Judicial Affairs	966
Leadership Development	1,615
Multicultural Affairs	908
Orientation	1,091
Religious Programs	206
Residence Life	1,849
Service Learning	569
Student Activities	1,448
Student Affairs Administration	1,662
Student Union	447
Teaching Faculty	465
Women's Resources	336

ADVERTISEMENT AGREEMENT FORM 2010-11

I, _____ (print name)

of _____ (print business name)

have read the ACPA Advertising Terms and Conditions.

(signature)

(date)

BILLING INFORMATION

Name _____

Business Name _____

Business Address _____

City/State/Zip/Country _____

Business Phone _____

E-mail Address _____

Business Fax _____

ISSUES and RATES

BACK COVER

USD \$2,000

INSIDE BACK COVER

USD \$1,400

Mar-Apr 10

May-Jun 10

Jul-Aug 10

Sep-Oct 10

Nov-Dec 10

Jan-Feb 11

Total

PAYMENT METHOD

Check VISA MasterCard AmEx

Card Number _____

Signature _____

Special Instructions

Please fax the completed form to Vernon Wall, Director of Educational Programs and Publications at +1.202.296.3286 or mail to the following:

ACPA – College Student Educators International
National Center for Higher Education
One Dupont Circle, NW
Suite 300
Washington, DC 20036, USA

INTERNATIONAL OFFICE USE ONLY

Received _____

Processed _____

Authorization _____

2010-11 ADVERTISING TERMS & CONDITIONS

General Advertising Acceptance

1. ACPA must review a PDF or faxed copy of the advertisement you are seeking to publish in **ABOUT CAMPUS** or a recent advertisement before we agree to placement in the publication. If your ad is approved by our editorial standards, you will be contacted to discuss open spaces for ads and to submit a completed agreement form along with payment to ACPA. If your ad is not approved, you will be given an opportunity to make adjustments to your ad to meet our editorial standards. If your advertisement is then approved, you will be contacted to discuss open spaces for ads and to submit a completed agreement form along with payment to ACPA.
2. ACPA reserves the right to reject advertisements for any reason.
3. ACPA complies with the provisions of applicable federal and District of Columbia laws prohibiting discrimination.
4. ACPA publications do not accept advertising for candidates seeking elective office.
5. ACPA will not accept advertising from alcohol, tobacco, gambling, or credit card companies.
6. It is ACPA's policy not to accept advertising for insurance products/vendors that are not sponsored by the Trust for Insuring Educators.
7. ACPA will not accept advertising that appears to libel, slander, or conflict with ACPA policies or be in direct competition to programs, products, and services offered by ACPA.
8. Ads will not be accepted from agencies or individuals in violation or under sanction of ACPA's Code of Ethical Principles.
9. The word Advertisement will be placed with copy that in ACPA's opinion resembles editorial matter.
10. ACPA will not inform advertisers when an article concerning their product or service is scheduled to appear. Advertisements for a specific product will not be placed next to an article about that product.

Review of Advertising

1. The editors and editorial boards for all ACPA publications reserve the right to review all advertising to ensure that it is appropriate for the publication as a whole or for an individual issue. The editor or editorial board can refuse an ad based on content as outlined in Section I or for other reasons not outlined above. The advertiser can either revise the ad or withdraw the ad.
2. Ads must be received by 45 days prior to the publication month of the advertisement for review.

Publication Descriptions, Specific Guidelines & Specifications

1. Types of advertising appropriate for the magazine include:
 - a. Ads for scholarly publishers, subscriptions to scholarly publications, and access to scholarly information
 - b. Ads for accredited/legitimate academic programs.
 - c. Ads for services related to all educators (e.g. TIAA-CREF)
 - d. Ads for ACPA professional development programs that are open to all college student educators.
2. Types of advertising not appropriate for the magazine include:
 - a. Ads for products that are designated for a single audience such as faculty, administrators or student affairs professionals. These products may include but are not limited to residence hall furniture, food services and textbooks.
 - b. Ads that do not reinforce the status of **ABOUT CAMPUS** as a professional, scholarly magazine. Because **ABOUT CAMPUS** is a scholarly publication that addresses university administrators, faculty, student affairs professionals and other higher education personnel, ad content, tone and style should be directed to a professional audience.
3. Accepted formats for ads include:
 - a. PDF (with all fonts embedded, and high-resolution)
 - b. EPS (if exported from Quark, must be rasterized in Photoshop)
 - c. TIFF or JPEG (Minimum 300 dpi, and only if other formats are unavailable)
4. Sizes and colors are:
 - a. Back cover – 7.5” (width) by 6.5” (height); full-color (CMYK)
 - b. Inside back cover – 8” (width) by 10” (height); black only
5. Approved file(s) should be under 10 MB and sent directly to egewitz@wiley.com, Eileen Gewitzman, Production Editor. An FTP address can be provided for larger files. A CD or zip drive may also be submitted to the following address: John Wiley & Sons, 111 River Street, Mail Code 5-01, Hoboken, NJ 07030-5774, USA. Please contact Eileen Gewitzman directly at 1.201.748.8607 for additional formatting questions.

Placement

1. The placement of an order for an advertisement or advertisements constitutes an acceptance of all the rates and conditions under which advertising is sold at that time.
2. To qualify for a multi-issue reduction, advertising must be placed on a contract basis on the terms applicable to individual periodicals. A contract starts with the first insertion.
3. If new copy for contract ads is not received by the closing date, standing copy will be used.
4. ACPA will provide notice of rate changes at the earliest feasible time and at least in the issue preceding the first issue to be affected. An advertising contract ratified before a rate change is announced will be honored at the contracted rate for the life of the contract. Renewals of such contracts will be subject to the rates prevailing at the time of renewal.
5. No cancellations will be accepted after closing dates. Advertisers who fail to notify ACPA of cancellation prior to closing date will be required to pay the full price for the insertion. Cover insertion orders may not be cancelled.
6. Current rates, dimensions, closing dates, and so forth are published in the ACPA rate card.
7. Advertising orders will not be accepted by phone. All advertising must be received in writing by the deadline date. Confirmed, signed, insertion orders must be on file with ACPA.
8. Advertisers and advertising agencies assume responsibility for all contents of advertisements printed and each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisements the names, portraits and/or pictures of living persons, any copyrighted material, or any testimonials contained in any advertisements submitted to and published by an ACPA advertiser and agency will also indemnify and save harmless ACPA, as publisher, against all loss, liability, damage and expense of any nature arising out of the copying, printing, or publishing of its advertisement including without limitation reasonable attorneys fees resulting from claims or suits for libel violation of rights or privacy, plagiarism, copyright, and trademark infringement.
9. Placement of ads will be at ACPA's discretion.

Liability

1. Publication of an advertisement does not constitute endorsement or approval of any product or service advertised, or any point of view, standard, or opinion presented therein. ACPA is not responsible for any claims made in an advertisement appearing in its publications or copy submitted for online posting. Companies may not refer to an appearance of an advertisement for their product in an ACPA publication in any other advertising or promotion. The ACPA name, name of publication or any other ACPA product, program or service may not be used in any advertisement, in either ACPA or other publications, without prior approval.
2. The advertiser and/or advertising agency assume liability for all ad content including text preparation and illustrations. It is understood that the advertiser and/or advertising agency will indemnify and hold ACPA, as publisher, harmless from and against any loss, expense, or other liability resulting from any suits including actions for libel, breach of warranty, negligence, product liability, misrepresentation, fraud, violation of privacy, plagiarism, copyright infringement, and any other claims or suits whatsoever that may arise from publication of such advertisement.

3. ACPA will not be bound by any term(s) or condition(s) that an advertiser includes on order forms or invoices unless ACPA has agreed in writing to such term(s) or condition(s).
4. Other than the return of any charge that has been paid, ACPA is not liable for any alleged loss or damages if an advertisement is omitted for any reason.
5. Advertiser claims for errors will be decided on a case-by-case basis with discounts offered for the advertisement in question or on the advertiser's next order provided it is determined that ACPA made the error and that the error seriously affected advertising results.
6. Rates, conditions, editorial calendar, and space units may change without notice.
7. Advertisers and advertising agencies must agree to protect and indemnify ACPA against any and all liability, loss, or expense arising from claims of libel; unfair competition; unfair traded practice; infringement of trademarks, trade names, patents, copyrights, or proprietary rights; violations of rights of privacy; and any other claims resulting from any advertisement submitted to ACPA and accepted for publication in its publications.

Payment & Cancellation Policy

1. Payment for approved advertisement is due 30 days from invoice. Once payment is received, it is non-refundable. Refund is provided only if ACPA fails to publish the advertisement for the issue indicated on the agreement form and neither party agrees to publish on an alternative issue.
2. Acceptable payment include check payable in U.S. Dollars, Visa, MasterCard or American Express. Purchase orders are not acceptable.
3. ACPA reserves the right to charge a service fee of US\$50 for returned checks. A processing fee of US\$50 will be charged to a declined credit card or to change payment method after the initial payment is processed.
4. All monies due must be settled prior to future advertisement requests.

2010-11 DEADLINES

ISSUE NUMBER	SPACE RESERVATION DEADLINE	MATERIALS DUE TO JOHN WILEY & SONS	ISSUE MAIL DATE
15:4 (Sep/Oct '10)	Aug 16	Aug 23	Sep 25
15:5 (Nov/Dec '10)	Oct 15	Oct 22	Nov 27
15:6 (Jan/Feb '11)	Dec. 14	Dec. 21	Jan. 24
16:1 (Mar/Apr '11)	Feb 16	Feb 23	Mar 27
16:2 (May/Jun '11)	Apr 10	Apr 23	May 25
16:3 (Jul/Aug '11)	Jun 15	Jun 22	Jul 25
16:4 (Sep/Oct '11)	Aug 16	Aug 23	Sep 25
16:5 (Nov/Dec '11)	Oct 15	Oct 22	Nov 27
16:6 (Jan/Feb '12)	Dec 14	Dec 21	Jan 24