

AGENCY COMMISSIONS

15% of gross billing, excluding any non-commissionable services provided by publisher, is allowed to advertising agencies listed in the **Standard Directory of Advertising Agencies** or members of recognized agency associations. **In multiple discount situations, only one discount will apply.**

TERMS

- **PAYMENT IS DUE 30 DAYS FROM DATE OF INVOICE.**
- **BALANCES DUE OVER 30 DAYS ARE SUBJECT TO A 2% PER MONTH SERVICE CHARGE.**
- **FIRST TIME ADVERTISING AGENCIES MUST PAY IN ADVANCE TO ESTABLISH CREDIT.**

GENERAL POLICIES

1. The publisher will not accept any conditions set forth in an agency contract, insertion order, or copy instructions unless specifically agreed upon in writing by publisher.
2. The advertiser and/or agents acting on its behalf shall be jointly and severally liable for all monies due to publisher for services rendered.
3. The publisher reserves the right to cancel or reject any advertisement, insertion order, or reservation for any given reason without notice.
4. The publisher does not guarantee positioning of advertising other than premium positions for inside front or inside back cover at additional charge.

READERSHIP

HO's readership is primarily composed of progressive decision-makers in academia and in public and private sectors. As educators and administrators, they represent higher education's most dynamic thinkers. As executives in public or private enterprise, they signify a broadening interest and desire to diversify the workplace. As counselors and professionals in community-based organizations, they are influential advisors to students on career development and other areas of service. *HO's* readers value multiculturalism and its significance in a global economy. **The publication's circulation is over 25,000 along with Bonus Circulation for key issues.**

In addition to the primary circulation, of academics and administrators, *HO* is distributed at major educational meetings and conferences, to government agencies, and to corporations who make an impact in their diversity initiatives.

EDITORIAL CONTENT

The Hispanic Outlook in Higher Education[®], published bi-weekly, is the premier Hispanic Educational Magazine on today's college campus which reaches a broad cultural audience of educators, administrators, students, student service and community-based organizations, and corporations. Each edition spotlights the significance of communication in academic circles, the importance of positive learning experiences, the contributions of both Hispanic and non-Hispanic role models, and constructive observations on policies and procedures in academia. Working with an editorial board made up of accomplished academics, *HO* presents progressive feature articles that provide constructive discussion of issues confronted by Hispanics on the college campus and in everyday life.

Regular columns and departments include:

Student and Faculty Profiles—Highlighting the accomplishments of those who are actively involved in higher education.

Targeting Higher Education—A monthly review on all the new initiatives in both Government and Academia.

Political Beat—A look of what's happening on the political front concerning Hispanics.

Hispanics on the Move—Accolades, awards, promotions and recognitions.

FYI—Current information from National Organizations covering Hispanic issues and concerns.

Book Review—A one page review written by faculty about books of special interest.

iPunto Final!—A forum for the expression of opinions, and concerns relating to Hispanics and Higher Education.

Online Section—A selection of articles from the magazine that will appear online. Along with other online-only articles.

Continuous Coverage of Academic Developments

Each issue focuses primarily on current events and topics of interest to Hispanic educators, administrators and students. These features address campus events, policies, and concerns making headlines in higher education.

Theme Issues

HO will continue theme editions, as highlighted on our rate card schedule, on selected themes with greater emphasis on editorial content and in-depth detail. Using a series of articles on topics such as Women in Higher Education, Community Colleges, Hispanic Heritage Month, Graduate School, and Health Professions. *HO* reaches out to different academic audiences with timely information and ideas. Watch for our weekly Newsletter announcing upcoming theme issues.

TELEPHONE

(800) 549-8280
Ext. 102, 106

FAX: 201-587-9105

E-Mail: Outlook@aol.com
Outlook@sprintmail.com
<http://www.HispanicOutlook.com>

P.O. Box 68, Paramus, NJ 07652



THE HISPANIC **Outlook**[®]
IN HIGHER EDUCATION
MAGAZINE

Rate Card
No.21

2009-2010

ADVERTISING RATES

Black & White Rates Per Insertion

	1x	4x	8x	12x	16x	20x	25x
FP Spread	3,600	3,400	3,250	3,100	2,950	2,800	2,650
Full Page	1,925	1,850	1,750	1,650	1,550	1,450	1,350
2/3 Page	1,415	1,345	1,275	1,205	1,135	1,065	995
1/2 Page	1,150	1,100	1,050	990	930	870	810
1/3 Page	845	825	790	755	720	685	650
1/4 Page	690	675	640	605	570	535	500
1/6 Page	545	535	505	475	445	415	385
1/12 Page	425	395	375	355	335	315	295

A per column inch rate of \$140 is also available upon request for insertions in need of special requirements.

Specialty Placement: Advertisers may reserve the inside front or inside back cover for a full-page ad at an additional charge of \$250.

Repeat Discount: Place a faculty/recruitment display ad at regular price in one issue and receive a 25% discount when your ad runs a second time, **with no changes**, within the next 2 issues after first insertion. Ads must be 1/4 page or larger.

Discounts are available for the following: Conferences, workshops, seminars, fellowships, grants, and scholarship programs. First insertion, 15%; second or more insertions placed at the same time, 25%. Multiple discounts do not apply.

Print advertising packages are also available.

All print advertisements placed in the magazine will also be listed on our Web site for a 6-week period free of charge on the *Employment Opportunity Page*.

ONLINE ADVERTISING AVAILABLE: Please visit our Web site at www.hispanicoutlook.com, click on "Post Your Web Ad Now" or call our office at (800) 549-8280 ext. 101. Web advertising packages are also available.

MECHANICAL REQUIREMENTS

TRIM SIZE: 8.375"w x 10.875"d

LIVE AREA: 7.5"w x 9.75"d

BIND METHOD: Saddle Stitched

KIND OF PRINTING: Two Color Web

PAPER STOCK: 50 lb. gloss text/80 lb. gloss enamel cover

PREFERRED MATERIALS: Electronic files in Macintosh format.

Submit art as PDF, Tiff, EPS or JPEG files at 300 dpi. Send on Macintosh-formatted floppy, CD, Zip disk or DVD. Send via e-mail:

Outlook@Sprintmail.com. All files must be in black and white.

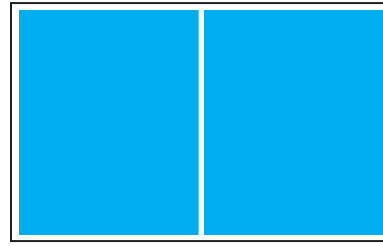
Make sure all EPS images and fonts are embedded. We are not

responsible for the quality of reproduction of materials submitted with

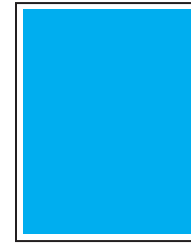
missing fonts or low-resolution files. Please call for production assistance

if you have any questions: (800) 549-8280 ext. 101 or 109

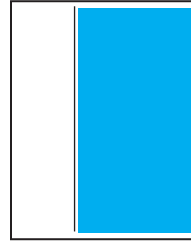
SUGGESTED AD SIZES



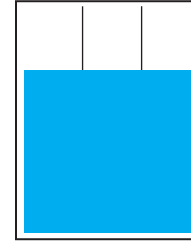
Full Page Spread
15" wide (+ 1" gutter) x 9.75" deep



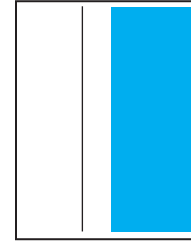
Full Page
7.5" wide x 9.75" deep



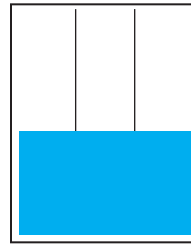
2/3 Page Vertical
4.875" wide x 9.75" deep



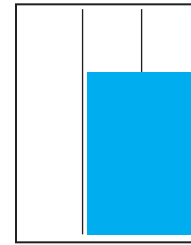
2/3 Page Horizontal
7.5" wide x 7.25" deep



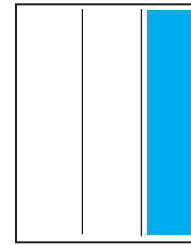
1/2 Page Vertical
3.625" wide x 9.75" deep



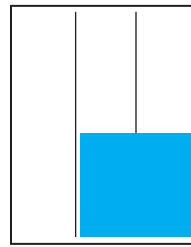
1/2 Page Horizontal
7.5" wide x 4.75" deep



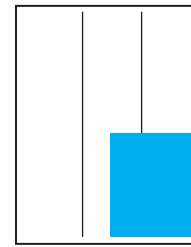
1/2 Page Island
4.875" wide x 7.25" deep



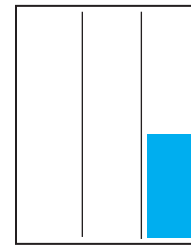
1/3 Page Vertical
2.375" wide x 9.75" deep



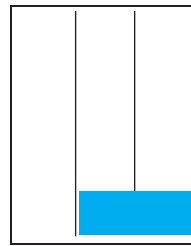
1/3 Page Horizontal
4.875" wide x 4.75" deep



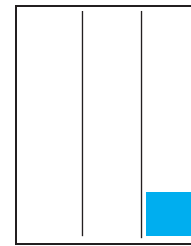
1/4 Page
3.625" wide x 4.75" deep



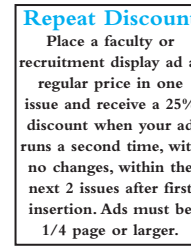
1/6 Page Vertical
2.375" wide x 4.75" deep



1/6 Page Horizontal
4.875" wide x 2.375" deep



1/12 Page
2.375" wide x 2.375" deep



Repeat Discount
Place a faculty or recruitment display ad at regular price in one issue and receive a 25% discount when your ad runs a second time, with no changes, within the next 2 issues after first insertion. Ads must be 1/4 page or larger.

PUBLICATION DATES/DEADLINES

Issue Date	Closing Date	
October 5	Sept. 15	
October 19	Sept. 29	* Hispanic Heritage Month
November 2	Oct. 13	
November 16	Oct. 27	Presidents Issue
November 30	Nov. 10	
December 14	Nov. 24	Law School Issue
January 4	Dec. 15	
January 25	Jan. 6	* Financing a College Education
February 8	Jan. 20	
February 22	Feb. 2	Women in Higher Education
March 8	Feb. 17	
March 22	March 2	* Community College Issue
April 5	March 16	Graduate School Issue
April 19	March 30	
May 3	April 14	* TOP 100 Colleges for Hispanics
May 17	April 27	
June 7	May 18	Health Professions Issue
June 28	June 8	
July 12	June 22	
August 2	July 13	Arts Issue
August 23	Aug. 3	
September 6	Aug. 17	
September 20	Aug. 31	* Back to School Issue & Volume 19 Editorial Index

* Bonus circulation to high school counselors with large Hispanic enrollment.

Space reservations are suggested to assure placement in the issue of your choice. Advertisers with space reservations will receive priority over others sending materials received by the closing date. **No cancellations or changes will be accepted after 3 p.m. on closing dates.** Refer to schedule for deadlines.

HOW TO PLACE ADVERTISEMENTS

By Mail—All materials should be sent to:

Hispanic Outlook in Higher Education®,

Display Advertising, P.O. Box 68, Paramus, NJ 07652

By E-Mail—outlook@sprintmail.com

By Fax—Transmit to (201) 587-9105

To Confirm—Call (800)549-8280 (x102 or 106)

Monday - Friday, 9 a.m. to 5:30 p.m., EST, to confirm receipt of your advertisement.