

## ADVERTISING RATES

**(All Rates are Net.)**

### DISPLAY ADS PRINT ONLY

1x      4x  
(price per insertion)

Full Page 7 <sup>3</sup> / <sub>8</sub> x 9 <sup>7</sup> / <sub>8</sub> inches	\$800	\$725
Preferred Placement (Inside front or inside back cover)	\$900	\$825
Back cover 7 <sup>3</sup> / <sub>4</sub> x 7 <sup>3</sup> / <sub>4</sub> inches	\$1200	\$1000
Half Page 7 <sup>3</sup> / <sub>8</sub> x 4 <sup>3</sup> / <sub>8</sub> inches	\$475	\$400
Quarter Page 3 <sup>1</sup> / <sub>2</sub> x 4 <sup>3</sup> / <sub>8</sub> inches	\$275	\$200
Full Color	\$500 additional per insertion	

### CLASSIFIED ADS

1x      3x  
(price per 30 day posting)

Single Ad Posting (Up to 50 words)	\$25	\$50
Additional Word Charge (per additional 50 words)	\$25	\$50
Web link to your site*	FREE <i>given FACCC review</i>	
Web Page Snapshot*	\$25	\$50

\* Web only, [www.faccc.org](http://www.faccc.org) under "Marketplace"

## SPECIFICATIONS

FACCCTS is 8 <sup>3</sup>/<sub>8</sub> inches wide and 10 <sup>7</sup>/<sub>8</sub> inches tall, with a full-color cover and center spread printed on 80 lb. semigloss stock.

Ads must be provided digitally (PDF, TIF or EPS files) with printed proofs for verification. All ads submitted on film or velox will be surcharged \$150.

Files must contain accompanying graphics and fonts. When submitting EPS files, please convert fonts to outlines.

### ELECTRONIC FILE REQUIREMENTS

Set to 300 dpi or better  
Set to 1,200 dpi for monotone  
Embed all fonts  
Subsetting fonts: 5%

E-mail final artwork to  
[info@faccc.org](mailto:info@faccc.org).

## SPONSORSHIP OPPORTUNITIES

FACCC Board of Governors Meetings

Workshops & Seminars

Annual Policy Conference

Contact Program Director Silvia Farias  
at (916) 447-8555  
or via e-mail to [sfarias@faccc.org](mailto:sfarias@faccc.org).

## CONTRACT TERMS

FACCCTS is a quarterly journal, publishing Fall, Winter, Spring and Summer issues in accordance with the academic year.

- Insertion Orders (I.O.s) must be submitted in writing.
- I.O.s and artwork must be received by FACCC prior to deadlines below.
- Cancellations must be submitted in writing. No cancellations are accepted after the insertion order deadline - the advertiser will be billed the full rate.
- All advertisements must be paid in full within 30 days of invoice date (sent following publication run date).

ISSUE DATE	I.O. DUE	ART DUE
Fall	July 1	July 15
Winter	Oct 1	Oct 15
Spring	Feb 1	Feb 15
Summer	Apr 1	Apr 15

## ADVERTISING CONTACT

**Communications Director**  
(916) 447-8555 | Fax (916) 447-0726  
1823 11th St, Sacramento, CA 95811  
[kgoulart@faccc.org](mailto:kgoulart@faccc.org)



# WHY ADVERTISE IN FACCCCTS?

**Audience.** *FACCCCTS* is a quarterly journal with a combined readership of nearly 20,000. *FACCCCTS* readers are community college instructors, counselors and librarians, as well as state legislators and other higher education leaders.

**Exclusive Market.** The Faculty Association of California Community Colleges is a statewide professional membership association that advocates solely for all community college faculty. FACCC members and higher education leaders read *FACCCCTS* for analyses, opinions, and news about community college issues.

FACCC is highly regarded among state legislators and higher education leaders, and was named "Best Political Voice for Community College Faculty in the State" by Sacramento News & Review.

**Reputation.** Recognized nationally, *FACCCCTS* has been honored by APEX Awards for Publication Excellence, Golden State Awards, MarCom Creative Awards, Hermes Creative Awards and The Communicator – Print Media Awards for Communications Excellence. *FACCCCTS* strives to exceed publication and communication excellence, and welcomes questions, comments and letters to the editor via e-mail to [info@facc.org](mailto:info@facc.org).



## Translating Sound Educational Values Into Public Policy

*FACCCCTS* is the quarterly journal of the Faculty Association of California Community Colleges, a non-profit, professional membership association, founded in 1953. *FACCCCTS* offers news and analysis for community college instructors, counselors and librarians with essays and articles written and edited by their peers.

**California Community Colleges**  
109 colleges, 72 districts

**Students**  
2.5 million

**Faculty**  
51,000

**Budget**  
\$4.5 billion

**FACCC**  
1823 11th St.  
Sacramento, CA 95811  
(916) 447-8555 | fax (916) 447-0726  
[www.facc.org](http://www.facc.org)



JOURNAL OF THE FACULTY ASSOCIATION OF CALIFORNIA COMMUNITY COLLEGES

# MEDIA KIT 2008/09