

## TODAY'S CAMPUS MAGAZINE SCHEDULE

### January 2010

Order by: 1/8/2010  
Materials Due: 1/13/2010  
Issue mails: 1/22/2010

### March 2010

Order by: 3/12/2010  
Materials Due: 3/17/2010  
Issue mails: 3/26/2010

### May 2010

Order by: 5/14/2010  
Materials Due: 5/19/2010  
Issue mails: 5/27/2010

### July 2010

Order by: 6/25/2010  
Materials Due: 6/30/2010  
Issue mails: 7/9/2010

### September 2010

Order by: 8/27/2010  
Materials Due: 9/1/2010  
Issue mails: 9/10/2010

### November 2010

Order by: 10/29/2010  
Materials Due: 11/4/2010  
Issue mails: 11/12/2010

## PRINT SPECIFICATIONS

**Non-bleed full page**  
7.625" X 10.375"

**Full page trim size**  
8.125" X 10.875"

**Full page bleed**  
8.375" X 11.125"

**Half page**  
7.25" X 4.75"

**Quarter page**  
3.5" X 4.75"  
sizes are width X height

PDF sent via email is the preferred method of receiving your material.

Email to:  
advertise@todayscampus.com

Or send via FTP:  
ftp.greentreegazette.com  
ID: advertiser, password: green

Please be sure all colors are CMYK only, all images are hi-res EPS or TIFFs, and all fonts are embedded. We can also accept InDesign, Illustrator, Photoshop, and Quark files for Mac and PC. Call for details.

We will gladly assist you in the creation of your advertisements. Call for details.

TheGreentreeGazetteCorporationisnotresponsible for changes to ad copy or changes to color resulting from incorrect file preparation.

## ONLINE SPECIFICATIONS

300 wide X 600 high pixels.  
File size should be kept below 100k. GIF, JPG, SWF accepted. Provide linking URL.

## TO ADVERTISE

Today's Campus

609 Datura Street • West Palm Beach, Florida 33401  
561.630.4300 phone • 561.630.4397 fax  
advertise@todayscampus.com • www.todayscampus.com

# Today's Campus

MAGAZINE & WWW.TODAYSCAMPUS.COM

# 2010 MEDIA KIT

An audience unique  
among higher education  
publications

Campus business leaders with buying power.

**36,925**  
**READERS**

**Influence higher education decision makers who are ready to spend.**

**Reinforce your brand.**

**Increase your higher education sales—we make it easy.**

**561.630.4300**  
**Advertise@TodaysCampus.com**

**62%**  
**MANAGERS**

I was very happy to see *Today's Campus*. I flipped through the on-line version immediately. Thanks for keeping up the good work! I've been reading your publications for 12 years.

**Julie Selander**  
Senior Associate Director  
One-Stop Student Services  
University of Minnesota,  
Twin Cities

**33%**  
**EXECUTIVES**

I read *Today's Campus* cover to cover. I love the content and reader-friendly style.

**Dr. Julie N. Bernier**  
Provost and Vice President  
for Academic Affairs  
Plymouth State University

**all campus**  
**DEPARTMENTS**

*Today's Campus* and *Today's Campus Online* are very well done. They provide intelligent, important, and relevant information that helps me think forward.

**Jean Wihbey**  
Provost  
Palm Beach Community  
College



### Why should you advertise in Today's Campus?

*Today's Campus* serves an audience that's unique among higher education publications—engaged thought leaders with buying power.

For them, *Today's Campus* is a preferred read. They usually read the magazine from cover to cover before putting it down. Visitors to *Today's Campus Online* are reading 6-plus pages each session. They rank our print and online publications among their favorites, second only to their hometown daily news, way ahead of other higher education publications.

### When we publish your ad, it's noticed.

Today's Campus Magazine		
Published in January, March, May, July, September, November		
Sizes	3X rate	6X rate
2 page spread	\$10,800	\$9,900
Page + 1/3 page	\$7,100	\$6,200
Full page	\$5,500	\$4,950
Half page	\$3,000	\$2,550
Quarter page	\$1,800	\$1,500
Inside cover spread	\$14,200	\$12,500
Inside back cover	\$7,400	\$6,450
Back cover	\$8,800	\$7,150
For all ads: single insertions incur a 15% surcharge over the 3X rate		
Today's Campus Online		
Published 24/7/365		
Size	per month	
300 pixels wide X 600 high	\$950	A month is either one calendar month or a 30-day span.
300 pixels wide X 250 high	\$500	A month is either one calendar month or a 30-day span.