



ACUHO-WHO?

ASSOCIATION OF COLLEGE & UNIVERSITY
HOUSING OFFICERS - INTERNATIONAL

www.acuho-i.org



RUN WITH THE RIGHT CROWD

When you advertise with ACUHO-I you are in step with thousands of the decision makers, trend setters, buyers, and thought leaders in the college and university housing profession.

Read more to learn all the ways you can keep pace in this growing marketplace.



WHO WE ARE

The Association of College & University Housing Officers - International (ACUHO-I) strives to be an indispensable resource for college and university housing professionals.

Our reach extends throughout the campus, delivering information and resources to chief housing officers, facilities managers, vice presidents, business officers, conference managers, information technology managers, and many more professionals dedicated to providing students with a quality housing experience.

These professionals lead the way when it comes to how campuses approach construction and renovation, security, educational programming, furniture and fixtures, financing, partnerships, assignments, marketing, sustainability efforts, technology, assessment, operations, and so much more.

Read on to learn how your company can become a valuable part of these efforts.

TOP 5 REASONS TO ADVERTISE WITH ACUHO-I

1

Authoritative Resource

ACUHO-I members turn to the *Talking Stick*, the *Journal of College and University Housing*, and the ACUHO-I news blog as trusted sources of information. Make sure you're seen alongside this valuable content.

2

Online Presence Extends Reach

Approximately **4,000** printed *Talking Stick* Magazines are mailed out six times a year. But more than **3,000** additional professionals read each issue of the *Talking Stick* online and thousands more utilize the news blog, online network, and weekly connections email newsletter.

3

Valuable Topics

ACUHO-I purposefully addresses topics that cover the breadth and width of the profession. That means your audience is turning to ACUHO-I for solutions. You can help provide them.

4

Affordable Rates

ACUHO-I advertising rates offer exceptional ROI. Sign-up in advance to receive discounts or contact a representative to explore package options that fit your budget.

5

A Variety of Choices

Regardless of how you want to deliver your message, ACUHO-I has an option that fits. Online or in print; weekly or bi-monthly; and everything in between.

PUT IT ALL TOGETHER

Integrated marketing helps you reach your audience

ADVERTISING OPTIONS

MAGAZINE OPTIONS

Talking Stick Magazine
Talking Stick - Digital Edition

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CONFERENCE EVENTS

Annual Conference &
Exposition
Conference Series
Institute and Study Tours

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ONLINE RESOURCES

E-Connections
Member Directory
Online Network
News Blog

Communication and how to reach multiple audiences is growing and changing at an amazing rate.

ACUHO-I looks to lead that conversation as it connects members through a number of print and digital options. To make sure your message receives optimal exposure, you also need to expand how you communicate with potential customers.

Impress your stakeholders with a plan that casts a wide net and shares your story in an integrated and inclusive fashion. Reach your target audience in the campus housing profession with a comprehensive plan that reaches across the spectrum.

Read on to learn more about how ACUHO-I can help you successfully market and put it all together.

ADVERTISING OPTIONS

TALKING STICK MAGAZINE

PRINT EDITION

The official publication of ACUHO-I and the authoritative source for the profession, *Talking Stick* covers current issues, professional development advice, applicable knowledge, and much more. Printed bi-monthly, six times a year, the *Talking Stick* magazine reaches more than member colleges and universities, both in the United States and around the globe. Put your business in front of the leading decision makers in the college and housing profession.

DIGITAL EDITION

The benefits of the digital version of the *Talking Stick* are numerous. Not only does this feature allow every ACUHO-I member the opportunity to benefit from the magazine's content for no additional cost to the institution, but it also extends the reach of the advertisers. You now receive hyper links straight from the advertisement to your website as well as the opportunity for expanded content.



CONFERENCE EVENTS

ANNUAL CONFERENCE & EXPOSITION

July 7-10, 2012, Anaheim, CA

The ACUHO-I Annual Conference & Exposition is the largest gathering of housing professionals and businesses from around the globe. Attendees, presenters, and exhibitors alike understand that they leave this event a stronger professional than when they arrived. Place your ad in the program guide for this annual conference to reach the chief decision makers and young professionals of the future. Full page and half-page ads are available, as well as sponsorships for various events and programs

ACUHO-I CONFERENCE SERIES

Held in October each year, these events are mainstays on the calendars of hundreds of professionals. This is a great place to put your ad to work in the conference program guides. Each conference has its own specific audience. Advertise in all three or concentrate on one that reaches your target market.

ACUHO-I/APPA Housing Facilities Conference - October 2-5, 2012, Albuquerque, NM

Living-Learning Programs Conference - October 11-13, 2012, Albuquerque, NM

Business Operations Conference - October 23-26 2012, Albuquerque, NM

SPONSORSHIPS AND EXHIBITOR OPPORTUNITIES

Opportunities are endless to promote your business with our members. The Annual Conference & Exposition, and the ACUHO-I Conference Series, are all just some of the ways you can provide a sponsorship and put your business in front of ACUHO-I members. Exhibiting at these annual events is yet another way you can present your product and services to a group of defined decision makers.



ONLINE RESOURCES

CONNECTION E-MAIL NEWSLETTER

Advertise in the ACUHO-I weekly Connections email newsletter to get your message to your target audience. The Connections reaches your clients, directly in their email inbox. Sent to more than **5,000** members every week, your business can be featured with a direct link to your website to all ACUHO-I members. The hard part is already done, we have targeted your select market and your business ad will reach up to **25,000** members per month. Sign up today for a three-month, six-month, or one year contract and reach your target market with the click of a mouse.

ONLINE MEMBERSHIP DIRECTORY

Market your business to your target audience today on the ACUHO-I Online Membership Directory. The Online Directory allows more than **9,000** members to find anyone, anytime, with just a few strokes of the keyboard. It's never been easier to collaborate across the country or around the world. Your business can be featured on the Online Directory with a direct link to your website allowing ACUHO-I members an opportunity to visit your business. Place your business where decision makers will see your products and services.

ONLINE NETWORK & NEWS BLOG

Get into the action and market your company on the ACUHO-I Online Network as well as the ACUHO-I news blog. A perfect place to advertise your business with a link to your website. The blog is authored by ACUHO-I members and staff, and highlights news on a variety of topics that are updated every day adding more reason for members to check in repeatedly. The ACUHO-I Online Network has more than **1,100** active members communicating online. Not to mention, the News Blog receives on average over **2,000** views per month, from both ACUHO-I members and non-members.

CONTACT INFO

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