



MEDIA GUIDE

DEADLINES, SPECS & PRICING

2012

Talking Stick Magazine

Why You Should be Part of the *Talking Stick*

When it comes to the *Talking Stick* magazine, a survey showed that **80%** of the members found the content to be “very useful” or “useful.” Almost **4,500** copies are printed and mailed out six times a year and, of those **13%** of the recipients say they pass it along to **5 or more** additional colleagues. That means approximately **10,000** sets of eyes are on each printed copy. Meanwhile, last year **18,000** visitors read the *Talking Stick* in its online format. And, most important to you, **47%** of those surveyed said that they had taken action - be it visiting a website, starting a conversation with a colleague, or contacting a company - specifically due to having seen an advertisement in the *Talking Stick*.

ACUHO-I's online offerings continue to grow in popularity as well. Each month an average of more than **8,600** visitors come to www.acuho-i.org. A monthly average of **1,775** read the ACUHO-I blog. And there are more than **1,600** members of the ACUHO-I network.

Reserve your space for the **May+June** pre-conference issue of the *Talking Stick*. Advertisers find great benefit in highlighting their company just prior to the ACUHO-I Annual Conference & Exposition.

The Authoritative Source for these Hot Topics:

- Finance
- Public Policy
- Assessment
- Occupancy Management
- Residential Programming
- Construction
- Safety
- Staff Management
- Information Technology
- Mental Health
- Business Communication
- Student Development
- Furniture & Fixtures
- Sustainability
- Public-Private Partnerships
- Housing Management Systems
- Building Maintenance
- Marketing
- Career Guidance
- Living-Learning Programs
- Community Building
- Security
- Social Media
- Student Leaders
- Laundry Services
- Hall Amenities
- Professional Development

Talking Stick Magazine

RATES 2012

Placement Type	1x rate	3x rate	6x rate
Two-Page Spread	\$3,930	\$3,730	\$3,535
Back Cover Page	\$3,265	\$3,110	\$2,950
Front Inside Cover	\$2,950	\$2,800	\$2,650
Rear Inside Cover	\$2,950	\$2,800	\$2,650
Front Face Page	\$2,825	\$2,680	\$2,545
Table of Contents Page	\$2,825	\$2,680	\$2,545
New Members Page	\$2,825	\$2,680	\$2,545
Full Page	\$2,460	\$2,330	\$2,210
Belly-Band <i>(digital version only)</i>	\$1,000	\$1,000	\$1,000
Half-Page Horizontal	\$1,475	\$1,400	\$1,265
Half-Page Vertical	\$1,475	\$1,400	\$1,265

DEADLINES

Issue	Editorial	Ad Artwork
January+February	OCT 14, 2011	NOV 30, 2011
March+April	DEC 15, 2011	JAN 25, 2012
May+June	FEB 15, 2012	MAR 29, 2012
July+August	APR 12, 2012	MAY 24, 2012
September+October	JUN 15, 2012	JUL 26, 2012
November+December	AUG 15, 2012	SEPT 27, 2012

SIZES & SPECIFICATIONS

Final Magazine: 8.5" x 11"

Trim Size: 8.5" x 11"

Full / Face Page: 8.5" x 11"

Bleed Size: 8.75" x 11.25"

Non-Bleed Area: 7.5" x 10"

Belly-Band: 8.5" x 4.25"

Half-Page Island: 4.5" x 6.5"

Half-Page Horizontal: 7" x 4.75"

Line Screen: 150 to 175

ACUHO-I Corporate and Sustaining Affiliate Members receive a **10%** discount off these rates. Ask about our advertising agency discounts as well.

Accepted software formats include Adobe Photoshop, Illustrator, InDesign, and Acrobat (PDF) files. Include all fonts used within file. PDF files must be high resolution (300 dpi or greater) and/or optimized for press when distilled. Embed all fonts when creating PDF file. If spot color is used, specify PMS or CMYK.

Conference Events

Program Guides & Deadlines

<p>ACUHO-I Annual Conference & Exposition</p> <p>Deadline to reserve ad space: May 9, 2012</p> <p>Deadline for artwork: May 30, 2012</p>	<p>July 7-10, 2012 Anaheim, CA</p>
<p>ACUHO-I/APPA Housing Facilities Conference</p>	<p>Oct. 1-5, 2012 Albuquerque, NM</p>
<p>Living-Learning Programs Conference</p>	<p>Oct. 10-13 2012 Albuquerque, NM</p>
<p>Business Operations Conference</p>	<p>Oct. 22-26, 2012 Albuquerque, NM</p>

Rates and Sizes

		Price	Size
	Full Page	\$1,020	8.5" x 11"
	Half-Page Horizontal	\$610	8.5" x 5.5"

Program guides are black and white with a full bleed

Sample Sponsor Opportunities

Opening Reception	\$10,000
Closing Banquet	\$10,000
Email Stations	\$10,000
Delegate Tote Bags	\$10,000
Name Badge Holders	\$10,000
Massage Station	\$7,500
CHO / Corporate Partner Reception	\$5,000+
New Delegate Reception	\$5,000
Hospitality Center	\$5,000
Fun Run	\$5,000
Volunteer Shirts	\$5,000
STARS College	\$2,500
ACUHO-I Golf Tournament	\$2,000
Keynote Speakers	\$15,000
Breaks	\$2,500

Online Resources

Connections Email Newsletter

Placement Duration	3 months - 12 newsletters	6 months - 24 newsletters	12 months - 48 newsletters
Rates	\$2,400	\$4,000	\$6,000
Ad Size	300 pixels x 100 pixels		

Membership Directory

Placement Duration	3 months	6 months	12 months
Rates	\$1,800	\$2,500	\$3,200
Ad Size	730 x 90 pixels		

Online Network

Placement Duration	3 months	6 months	12 months
Rates	\$800	\$1,500	\$3,000
Ad Size	160 pixels x 160 pixels		

News Blog

Placement Duration	3 months	6 months	12 months
Rates	\$800	\$1,500	\$3,000
Ad Size	160 pixels x 160 pixels		

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Accepted file formats include: jpg, gif, tiff or png files. They must be in RGB color and should be catered to PC users using as OS of Windows 98 or greater. Files will include one link to the company's website and directed to the home page. All ad sizes are measured in pixels.

Ask about an online package with multiple options to promote your business

TERMS AND AGREEMENTS

Conditions and Guidelines for Advertising with ACUHO-I

- 1 Advertisers are to furnish to the publisher prepared mechanicals, in black ink, ready for camera by the specified due date. Photos should be 300 dpi and .jpg digital format.
- 2 The mechanicals used in the printing of advertisements are the property of the publisher and may not be transferred to another advertiser.
- 3 The publisher shall not be liable for failure to insert any advertisement due to fire, strikes, unavoidable accidents, acts of God, or any cause whatsoever.
- 4 Any bill submitted to the advertiser by the publisher shall be conclusive as to the correctness of the items set forth and shall constitute an account state unless written objections are made to the publisher or the advertiser within thirty (30) days of the presentation of the invoice.
- 5 The publisher reserves the right to cancel the contract at any time upon default by the advertiser in the payment of bills, or other breach, or in the event of any other material violation of the stated conditions; and upon such cancellations all advertising done under this contract, and unpaid, shall become immediately due and payable. In case of delinquency in payment or impaired credit, the publisher shall have the right at any time to change the requirements as to terms of payment for further advertising under this contract, or to refuse to publish future advertisements, as the publisher may see fit.
- 6 Advertisers agree to make payment within thirty (30) days from the presentation of the invoice for published advertisements. Balances overdue more than sixty (60) days are subject to late payment charges of 1.5% per month from the date of invoice.
- 7 The subject matter, form, size, wording, illustration, and typography of the advertising shall be subject to approval of the publisher. Unless otherwise authorized in advance, no change shall be made without the consent of the advertiser, except for the correction of typographical errors. The advertiser may be billed for such corrections. The publisher reserves the right to decide on ad placement.
- 8 Failure by the publisher to insert an ad in any particular issue or issues invalidates the order for insertion in the missed issue, but shall not constitute breach of contract.
- 9 Advertising space is determined by the publisher. The publisher shall have the right to omit any advertisement when the space allotted to advertising in the issue for which such advertising is ordered has all been taken, and also limit the amount of space an advertiser may use in any one issue. Advertising rates are determined annually by the publisher.
- 10 Cancellation of an advertisement by the advertiser within two weeks prior to the mechanical deadline will be upheld, but a fifty percent (50%) advertisement rate penalty will be assessed.
- 11 The publisher reserves the right to edit all copy and to refuse advertisements that are not in consonance with the principles of Title VII of the Civil Rights Act of 1964.
- 12 Advertisements promoting the sales or consumption of alcoholic beverages are prohibited.
- 13 The publication of any advertisement by ACUHO-I is not an endorsement of the advertiser or of the products or services advertised. Advertisers may not, without prior consent, incorporate in a subsequent advertisement the fact that a product or service has been advertised in an ACUHO-I publication.
- 14 The use of the ACUHO-I logo or any Conference logos are not permitted in advertisements. Major Donors and Corporate Partners are permitted to use the Foundation Corporate Partner logo in *Talking Stick* advertisements.
- 15 All advertising rates are non-commissionable.
- 16 If new artwork is indicated on the agreement form, but no new artwork is submitted by the notified deadline, a pick-up will be used for the reserved ad space. Artwork not turned in at the proper deadline may result in the negation of contract.
- 17 Any conversions made at the publisher's printer, text or graphics, will be at the advertiser's expense. Artwork submitted in a .pdf format may not be editable.

PRINT ADVERTISING

Insertion Order and Advertising Agreement

Please see rate card for deadlines, rates, and terms



Contact Name	Contact Title		
Company	Agent for		
Address	City	State	ZIP
Phone #	Contact Email	Company Website	

Talking Stick Magazine Ads

Issue(s): Jan+Feb Mar+Apr May+June July+Aug Sept+Oct Nov+Dec

Artwork: Pick-up New Ad headline: _____

Size of Ad	1x	3x	6x
Two-Page Spread	<input type="checkbox"/> \$3,930	<input type="checkbox"/> \$3,730	<input type="checkbox"/> \$3,535
Back Cover Page	<input type="checkbox"/> \$3,265	<input type="checkbox"/> \$3,110	<input type="checkbox"/> \$2,950
Front Inside Cover	<input type="checkbox"/> \$2,950	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$2,650
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Front Face Page	<input type="checkbox"/> \$2,825	<input type="checkbox"/> \$2,680	<input type="checkbox"/> \$2,545

Size of Ad	1x	3x	6x
Table of Contents Page	<input type="checkbox"/> \$2,825	<input type="checkbox"/> \$2,680	<input type="checkbox"/> \$2,545
New Members Page	<input type="checkbox"/> \$2,825	<input type="checkbox"/> \$2,680	<input type="checkbox"/> \$2,545
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Half-Page Horizontal	<input type="checkbox"/> \$1,475	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,265
Half-Page Vertical	<input type="checkbox"/> \$1,475	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,265
Belly-Band <i>(digital version only)</i>	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000

Program Guide Ads

Annual Conference & Exposition CONFERENCE SERIES: Housing Facilities Business Operations Living-Learning Programs

Size of Ad	Rate	Size of Ad	Rate
<input type="checkbox"/> Full Page	\$1,020	<input type="checkbox"/> Half-Page - Horizontal	\$610

Special Instructions: _____

PAYMENT

Rates listed are net. ACUHO-I members and agents for ACUHO-I members will be invoiced. Non-members must include payment with insertion orders.

SIGN AND DATE BELOW

Make a copy for your records. The undersigned authorized officer, employee, or agent of the above-named company requesting to place advertising indicated hereby acknowledges that he or she has read the terms of this agreement as stipulated above and in the Terms and Agreements. The undersigned hereby requests the advertising space as indicated above and agrees to be bound by the terms of this agreement.

Authorized Signature

Date

Please send completed and signed insertion order to:
ACUHO- I • Attention: Alison Jones
941 Chatham Lane, Suite 318 • Columbus, OH 43221
phone: 614.292.0099 fax: 614.292.3205

ONLINE ADVERTISING

Insertion Order and Advertising Agreement

Please see rate card for deadlines, rates, and terms



Contact Name	Contact Title		
Company	Agent for		
Address	City	State	ZIP
Phone #	Contact Email	Company Website	

Online Options

This request authorizes ACUHO-I to place an advertisement in the selected media. Insertion orders are due by the 1st of the month immediately preceding requested placement. Materials are due by the 15 of the month immediately preceding requested replacement.

Size of Ad	3 Months	6 Months	12 Months
<input type="checkbox"/> Weekly E-Connections 300 px x 100 px	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$6,000
<input type="checkbox"/> Membership Directory 730 px x 90 px	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,200
<input type="checkbox"/> Online Network 160 px x 160 px	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$3,000
<input type="checkbox"/> News Blog 160 px x 160 px	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$3,000

Accepted file formats include: jpg, gif, tiff or png files. They must be in RGB color and should be catered to PC users using as OS of Windows 98 or greater. Files will include one link to the company's website and directed to the home page. All ad sizes are measured in pixels.

Ad Run

Start Date: _____ End Date: _____

Special Instructions: _____

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Authorized Signature	Date
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