The Association of College & University Housing Officers - International (ACUHO-I) is a proven, indispensable resource for college and university housing professionals.

94% of our members indicate that ACUHO-I is THE association for the campus housing profession and our members include professionals at more than 1,000 institutions in the United States and in 22 countries around the globe.

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.

When asked what they value most about ACUHO-I, our members tell us that networking is the single most important offering of the association. This desire to connect extends to corporate colleagues as well.

When you are seen with ACUHO-I, you are seen as a trusted partner.

Connect with us today to get started with a marketing plan to help you reach decision makers in the campus housing profession from around the globe.

CONTACT US TODAY

Austin Baker
Membership & Corporate Relations Manager
p. 614.292.0099
austin@acuho-i.org
fax. 614.292.3205

Alison Jones
Director of Development & Corporate Relations
p. 614.292.0099
alison@acuho-i.org
fax. 614.292.3205

www.acuho-i.org
Advertise in ACUHO-I publications and online communications.

- **Build awareness** of your products and services among ACUHO-I’s large, engaged audience. Print and online opportunities are available.
- **Sponsor** ACUHO-I events.
- **Promote your brand** in a unique way to a targeted audience.

Exhibit at a conference.

- **Showcase** your products and services in front of the decision makers in campus housing.
- **Partner** with ACUHO-I by becoming a corporate sustaining member.
- **Forge collaborative relationships** with our members, and get to know them and their needs firsthand. In addition, you’ll get access to industry news and resources, discounts on advertising rates, and much more.

Begin long and productive relationships with our members.

- **Establish** long-term partnerships with the decision makers at ACUHO-I member institutions.
- **Learn** from ACUHO-I members to keep in front of the latest best practices in the profession, and use those insights to tailor and improve your products to best fit the needs of the market.
- **Demonstrate** your support. In the last year, 37 different corporate partners made donations to the ACUHO-I Foundation.

Contact us today to set up an integrated marketing plan that will help you reach the thousands of housing professionals served by ACUHO-I.
In print or online, ACUHO-I offers a variety of ways to promote your organizations.

**Ask us about the possibility of enhancing your digital Talking Stick ads with additional media. New opportunities are available now.**

The *Talking Stick* magazine is the publication of ACUHO-I, and an authoritative source of news and information for the campus housing profession. Members and subscribers rank the *Talking Stick* as ACUHO-I’s top product.

Advertising in the *Talking Stick* also gets you placement in the digital version of the magazine, complete with a functioning link to your website. Issues are archived on the ACUHO-I website, and are accessed by our members well beyond the publication of the first issue.

Approximately 4,500 copies of each issue are distributed.

18,000 visitors read the *Talking Stick* in its online format each year.

Delivered 6 times per year:

- Jan/Feb
- March/April
- May/June
- Annual Conference Issue
- July/August
- Sept/Oct
- Conference Issue
- Nov/Dec
The Talking Stick is an authoritative resource for campus housing professionals. It addresses the topics vital to the profession and delivers concrete, actionable, and applicable information. Advertisers understand the value of having their products and services associated with such a resource and seeing their advertisements appear alongside these in-demand stories.

Preview the 2015 editorial calendar and discover where your business would best be represented. Special for 2015 is a series of articles entitled “Good to Know.” In these articles writers will look at the departments within campus housing and discuss those practices, resources, and information related to their specific tasks while exploring ways to maximize partnerships between departments.

The Talking Stick editorial calendar is subject to change. For more information contact TalkingStick@acuho-i.org.

### JANUARY + FEBRUARY
- All Together Now: Marketing / Housing
- Educating residents on sexual wellness and consent dialogues
- Building a winning custodial team
- Maximizing international student staff members
- Developing techniques to best motivate colleagues

### MARCH + APRIL
- All Together Now: Entry Level / Senior Level
- Understanding the role of the off-campus housing office
- Using assessment to improve housing and security operations
- Determining practices and regulations for housing minors
- Developing project management skills

### MAY + JUNE
- All Together Now: Residence Life / Faculty
- Exploring why campuses pursue LEED certification
- Profiling the products and services available for students to rent, lease, or license
- Incorporating private developer staff into your campus culture
- Partnering with the campus LGBT resource center
- Maximizing occupancy by minimizing no-shows and melt

### JULY + AUGUST
- All Together Now: Housing / Greek Life
- Utilizing storytelling techniques to report assessment results [Partnering with EBI-Mapworks]
- Implementing a new housing requirement
- Managing a mold outbreak
- Dealing with changes on campus

### SEPTEMBER + OCTOBER
- All Together Now: Finance/ Facilities
- Establishing living-learning programs for honor students
- Understanding adolescents
- Establishing a functional cleaning schedule
- Creating occupancy practices that make the most of available space

### NOVEMBER + DECEMBER
- All Together Now: Information Technology / Housing
- Managing high-speed renovation projects
- Learning de-escalation techniques for students, staff, and customers
- Maximizing orientation opportunities for international students
- Utilizing volunteers for housing events and projects

### RATES & DETAILS

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<th>TYPE OF AD</th>
<th>Single Insertion</th>
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<td>Rear Inside Cover</td>
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<tr>
<td>Belly-Band</td>
<td>$1,000</td>
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*Final Magazine: 8.5” x 11”*
*Trim Size: 8.5” x 11”*
*Full / Face Page: 8.5” x 11”*
*Belly-Band: 8.5” x 4.25”*
*Half-Page Island: 4.5” x 6.5”*
*Line Screen: 150 to 175*
In addition to the advertising opportunities in the print and online versions of the *Talking Stick*, ACUHO-I offers several other avenues for you to reach our members online.

More than 15,000 ACUHO-I members connect with the weekly *Connections e-newsletter* each Tuesday for news about the association, the profession, and professional development opportunities. When you advertise here, it’s a chance to be associated with this valuable service while spreading your message to the collegiate housing profession’s decision makers.

Be seen—and seen again. Now delivered online through the association website, members will come back regularly to the **ACUHO-I Online Membership Directory**. As the definitive source for the “who’s who” in the profession, our members will bookmark this searchable database, giving your company, product, or service outstanding exposure. Corporate Sustaining Affiliates are listed in the directory.

The **ACUHO-I Online Network** is a space set up for members to interact virtually. The network has more than 1,600 members communicating online. Placing your brand on this site will get you in front of some of the most active individuals in the association.

ACUHO-I members and staff contribute to the **ACUHO-I Blog** that presents news on a variety of topics. Members follow the blog regularly to get in-depth information about association developments, events, and offerings; and find news from around the world that impacts campus housing and student affairs operations; and much more. The blog receives, on average, more than 2,000 views per month.
Learn more at http://www.acuho-i.org/corporate/advertising
EXHIBITOR SPACE

At all ACUHO-I conferences, dedicated time is set aside for networking with exhibitors. This gives you the opportunity to meet professionals members face-to-face, and introduce them to your products and services.

At our 2014 Annual Conference & Exposition, 96% of our 1,300 delegates at the event spent time in the exhibit hall, and 92% of delegates were there for an hour or more. (from survey data compiled by EBI)

Learn more at acuho-i.org/corporate/events.

SPONSORSHIP OPPORTUNITIES

At each ACUHO-I conference, there are several unique sponsorship opportunities where you can separate your company from the others.

Opportunities available include conference receptions and banquets, wi-fi coverage at conference facilities, beverage breaks, and more.

Contact Alison Jones at alison@acuho-i.org to share your ideas and customize a sponsorship package that best meets your needs.
UPCOMING ACUHO-I CONFERENCES

2015 ACUHO-I Annual Conference & Exposition
Orlando, Florida
June 27-30

2015 Business Operations Conference
Tradewinds Resort, St. Pete’s Beach, Florida
October 5-7

2015 Living-Learning Programs Conference
Tradewinds Resort, St. Pete’s Beach, Florida
October 17-19

2015 ACUHO-I/APPA Housing Facilities Conference
Tradewinds Resort, St. Pete’s Beach, Florida
October 19-22

CONFERENCE PROGRAM GUIDES

At each event, participants are given a hard copy of a program guide, which includes session descriptions, schedules, and other pertinent information.

An advertisement in this guide is the perfect tool to help guide delegates to your booth, and to continue to build brand awareness through the duration of the conference.

<table>
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<th></th>
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</thead>
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</tr>
<tr>
<td>Living-Learning Programs</td>
<td>$1,020</td>
<td>$610</td>
</tr>
</tbody>
</table>

Program guides are printed in **black and white** with a full bleed.
MAKE YOUR MEMBERSHIP PAY OFF

ACUHO-I Corporate and Sustaining Affiliate Members receive a 10% discount off of advertising rates and exhibit rates for ACUHO-I events.

Members also receive access to and are listed in the ACUHO-I membership directory, receive ACUHO-I publications, and more.

Learn more and view a list of current members at www.acuho-i.org/corporate/membership.

BUILDING CONNECTIONS

Advertising, exhibiting, and sponsorship are all excellent ways to begin a long and productive relationship with ACUHO-I’s institutional members.

These are just the first steps for businesses like yours to forge those long-term partnerships with our member institutions, and with ACUHO-I.

A corporate membership in ACUHO-I keeps you in front of the latest best practices and trends in the profession, and allows you to use what you learn from housing professionals to tailor and improve your products to best fit the needs of the market.

Membership also provides additional opportunities for you to engage with our members and educate them on your products and services.
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.

18. 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 dist. Embed all fonts when creating PDF file. If spot color is used, specify PMS or CMYK.
These companies are among those that count on ACUHO-I to promote their business within the campus housing profession.

CONTACT US TODAY
and learn how ACUHO-I can do the same for you.

The following companies advertised in all six issues of the Talking Stick in 2014.

The following companies also know the value of advertising in the Talking Stick.

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