

Buyer's GUIDE

**AD SPECIFICATIONS
and INSTRUCTIONS**

effective July 2011 - June 2012

The Buyer's Guide is an official publication of



APSCU

ASSOCIATION OF
PRIVATE SECTOR COLLEGES
AND UNIVERSITIES





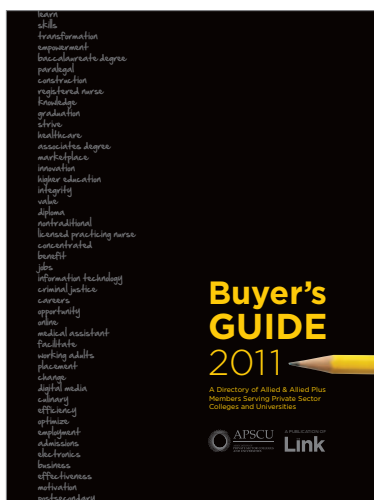
About APSCU

The Association of Private Sector Colleges and Universities is a voluntary membership organization of accredited, private, postsecondary schools, institutes, colleges and universities that provide career-specific educational programs. APSCU serves 1,850 members that educate and support almost two million students each year for employment in more than 200 occupational fields. These schools and colleges graduate approximately one-half of the technically trained workers who enter the U.S. workforce each year.

About the Buyer's Guide

The Association of Private Sector Colleges and Universities' (APSCU) Buyer's Guide is a printed version of our online directory of our Allied and Allied Plus members. The goal of the Guide is to create a one-stop-shop for businesses that support our sector and showcase their products and services to career colleges across the country.

All APSCU member schools receive a minimum of one copy of this guide. Now, in its fifth edition, more and more APSCU member schools are requesting additional copies for their procurement, IT, administration and related staff professionals.



Get Great Returns on Your Advertising Investment

Advertising in the Buyer's Guide positions you to:

- Reach all member institutions that are successfully preparing Americans for careers in business, culinary arts, information technology, medical fields, and other skilled jobs.
- Gain excellent visibility among high-powered professionals with instant buying power. Find individuals who want the best and latest in textbooks; educational and management software and computer hardware; financial aid services; specialized training equipment; student testing programs; and much more.
- Increase your business, support career education and enable APSCU to continue to be a source of up-to-date information for our members.

Sign up for ad
space today!

Increase your
marketing
effectiveness with
four-color ads.

Advertising Policies

- Student recruitment advertising consists of attracting prospective students to institutions of higher learning. Therefore, the language, images and messages used in student recruitment advertising should reflect the highest standards of ethical conduct. Additional guidance on this subject is available from APSCU.
- Ads will be accepted for placement in the Buyer's Guide on a first-come, first-served basis in the order of receipt.
- Camera-ready art must be provided. Composition costs for artwork are the responsibility of the advertiser. Advertiser will be billed for any production costs incurred by APSCU, including alterations, typesetting, repairs or corrections of artwork or negatives and duplication of ads.
- Submission of an ad in the Buyer's Guide does not constitute an agreement to publish the ad. All ads are subject to approval. APSCU reserves the right to refuse any advertisement; delete offensive words, phrases or illustrations; or cancel a reservation at any time.
- Inclusion of an ad does not constitute an endorsement by APSCU. Advertiser assumes responsibility for substantiating the claims in the ad. Advertiser agrees to indemnify and hold APSCU harmless from any liability or cost incurred resulting from its advertisement.
- Advertiser agrees to the terms and conditions for advertising.

Billing Policy

- Interest at the rate of 1.5% per month is charged on all accounts more than 30 days delinquent.
- A 50% deposit may be required for the first ad placed by new advertisers.
- Advertisers will be billed for any production costs incurred by APSCU, including typesetting, extensive alterations, repairs or corrections of artwork or duplications of ads.
- APSCU does not pay advertising agency commissions for ads placed and there is no discount in place of agency commissions.

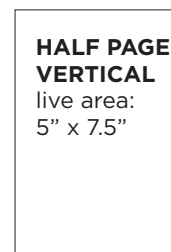
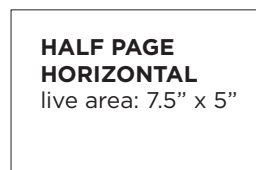
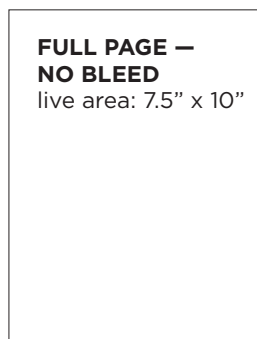
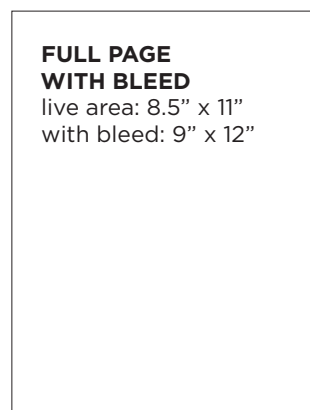
File Specifications

- We will not accept the following file formats: PSD, INDD, EPS, AI or anything directly from a page layout program.
- All colors in the color palette MUST be CMYK process.
- All images MUST be a PDF, JPEG or TIF file and must be at least 300 dpi.
- Use Type 1 Postscript fonts ONLY. True Type fonts are NOT supported.
- All fonts MUST be embedded. This is done when you are saving your Postscript file.
- Convert the postscript file and use the press-optimized setting in Acrobat Distiller.

Advertising Deadline

Ad reservations – January 3, 2012
Ad artwork due – January 16, 2012

Advertising Sizes and Rates



APSCU Member Rate

Position	Rate
	4 COLOR
Back Cover	\$3,495
Inside Front/Back	\$3,241
Full Page	\$2,772
Half page (H/V)	\$1,543

Non-Member Rate

Position	Rate
	4 COLOR
Back Cover	\$4,063
Inside Front/Back	\$3,780
Full Page	\$3,212
Half page (H/V/T)	\$1,921

Rates reflect one time cost for 2012 issue only.

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ADVERTISING RESERVATION FORM

Print this page and fill out ALL information.

Please reserve ad space for the 2012 issue of the Buyer's Guide:

Interior positions: Full Half Horizontal Half Vertical

Color: 4 Color

Artwork: Enclosed E-mailed (preferred method)

Payment: Check Enclosed Bill me Visa MasterCard American Express

Credit card #: _____ Expiration date: ____/____/____ CVV _____

Name On Card: _____

The undersigned agrees to the terms and conditions for advertising space:

Name

Title

Company

Address

City

State

Zip Code

Phone

Fax

E-mail

Signature

Please note if advertising contact is different than above:

Send payments to:

Buyer's Guide
ATTN: Advertising Sales Manager
Association of Private Sector Colleges and Universities
1101 Connecticut Ave NW, Suite 900
Washington, DC 20036-4346
(202) 336-6700
Fax: (866) 331-3636
adsales@apscu.org

