

# THE Link

ADVANCING CAREER EDUCATION IN THE 21ST CENTURY

The Link is the official publication of



APSCU

ASSOCIATION OF  
PRIVATE SECTOR COLLEGES  
AND UNIVERSITIES

## AD SPECIFICATIONS and INSTRUCTIONS

effective July 2011





# THE Link



## About APSCU

The Association of Private Sector Colleges and Universities (APSCU) is a voluntary membership organization of accredited, private, postsecondary schools, institutes, colleges and universities that provide career-specific educational programs. APSCU serves 1,650 member institutions that educate and support almost two million students each year for employment in more than 200 occupational fields. APSCU is the leading association for the career college sector, providing its members with public policy advocacy, public relations, and professional education programs as well as networking events. APSCU is committed to building a globally competitive workforce and to enabling all students to achieve their educational and career dreams.

## About the Sector

Private sector colleges and universities educate 3.8 million students or approximately 13 percent of those enrolled in higher education. The sector is comprised of more than 3,000 institutions and employs more than 250,000 instructors and professional staff. PSCUs are the fastest growing segment of higher education, providing access and opportunity to a population largely composed of adult learners. The focus of these students on practical, hands-on education makes them an ideal audience for products and services that enhance the learning process, expedite school operations, and bring effectiveness and efficiency to the process of transforming students into productive members of the workforce.

## About The Link

*The Link* is a four-color quarterly publication covering career education. Currently, *The Link* is mailed to approximately 1,700 private post-secondary institutions in cities nationwide, and internationally. It is also mailed to higher education specialists, elected officials, veterans' groups, and education "thought leaders" nationwide. Typical issues run between 88 and 92 pages. Two thirds of the magazine is comprised of original editorial content and one-third is comprised of paid space advertising. It is posted at the APSCU website, APSCU.org, in PDF, following distribution of the printed editions. In total, 8,000 issues of each quarterly edition of *The Link* are distributed to educators, elected officials, and other higher-education advocates nationwide. *The Link* explains the role of career education in the higher education landscape with articles that focus on issues of import to sector executives as well as those with an interest in career education topics. Each issue focuses on one broad theme, from the role of women in the sector to green jobs and sustainability. Issue themes are identified in the editorial calendar.

## Get Great Returns on Your Advertising Investment

Advertising in *The Link* 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.** Further, to increase market penetration among higher-education movers and shakers *The Link* is also available via the APSCU web site.
- **Communicate with executives with instant buying power.** From back office solutions to courseware and learning aids, private sector colleges and universities are a large and growing segment of higher education. And because PSCUs are dedicated to innovation, they seek products and services that give them a competitive edge.
- **Increase your credibility within the sector by demonstrating your commitment to its flagship publication.**

## 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 Link* 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 Link* 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.
- Aside from PAS, there is no promised ad space, but The Link's Art Director will work to avoid competing ads on the same page.
- 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.
- We are not responsible for verifying QR codes in our final publications.
- Advertiser agrees to the terms and conditions for advertising.

## Premium Advertising Space

*The Link* Media Guide includes a new policy that helps advertisers receive maximum value from premium ad-placement:

Beginning with the Spring 2012 and Summer 2012 editions of *The Link*, the Premium Advertising Space (PAS) reservation program will be open to all advertisers.

In the PAS reservation program, all current and new advertisers will enjoy the opportunity to bid for premium advertising placement in *The Link*; prime advertising space refers to the Inside Front Cover, Inside Back Cover, the Back Cover, and the Center Spread.

The PAS reservation program enhances the advertising experience for *The Link*'s members and advertising partners, and ensures a fair, transparent process for ad placement in these premium locations: Under the new program, advertising companies can expect to receive one PAS placement per issue.

Here is how the PAS reservation program works:

- Starting with Spring 2012, edition of *The Link*, PAS locations will be awarded strictly on a first-come, first-served basis.
- The PAS reservation request (or bid) will be confirmed to the winning advertisers by the APSCU Sales Manager before the regular reservation deadline closes (see below for all standard ad reservation information). Advertisers who do not receive a PAS placement can still reserve a spot within the interior of the magazine.
- Companies may request individual PAS placement on a rolling deadline schedule that ensures fair competition: On predetermined dates and times, which APSCU will email to all *The Link* advertising partners, companies may bid on their preferred PAS location, i.e., the deadline for submitting a PAS request for Back Cover placement in the Spring 2012 edition will be due on Monday, January 02 at 10 a.m. PAS Submissions for Inside Front Cover placement in the Spring 2012 edition will be due at 10 a.m. on Tuesday, January 03, with the remaining PAS locations following that pattern.
- Advertisers who submit PAS requests by the required deadline notified by Close of Business on the same day as to their status. This will allow companies to bid on successive PAS locations in each issue, should their initial bid not be successful

The APSCU Membership and Editorial teams are pleased to offer this new program to our advertising partners. Please contact Advertising Sales Representative Tessa Ayala with any questions or feedback about this exciting new value-add for APSCU members and advertising partners.

### File Specifications

- All ads must be submitted as press-optimized PDF (preferred), JPEG or TIF files.
- When creating a PDF, convert the postscript file and use the press-optimized setting in Acrobat Distiller.
- When creating a PDF, embed all fonts and use Type 1 Postscript fonts only. True Type fonts are not supported.
- All ads must be CMYK process and at least 300 dpi.
- We will not accept the following file formats: PSD, INDD, EPS, AI or anything directly from a page layout program.

### 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 receive invoices upon APSCU's receipt of the insertion order.
- Advertisers will be billed for any production costs incurred by APSCU, including typesetting; extensive alterations; repairs or corrections of, artwork or duplications of ads.
- The Link does not pay advertising agency commissions for ads placed and there is no discount in place of agency commissions.



SCOTT TOEPPER



COURTESY OF GAME CREEK VIDEO



COURTESY OF GLEN PEROTTE



BRYAN KELSEN

### Advertising Deadlines

#### Fall (late August)

Ad reservations - July 1, 2011  
Ad artwork due - July 15, 2011

#### Winter (late December)

Ad reservations - October 3, 2011  
Ad artwork due - October 17, 2011

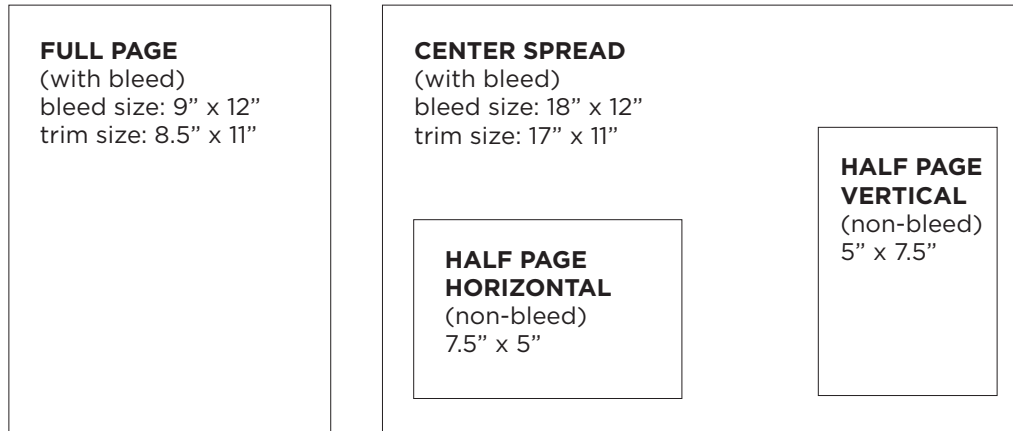
#### Spring (late March)

Ad reservations - January 16, 2012  
Ad artwork due - January 30, 2012

#### Summer (late May)

Ad reservations - April 9, 2012  
Ad artwork due - April 23, 2012

### Advertising Sizes and Rates



### APSCU Member Rates

Position	Frequency & Rates			
	B&W		4-COLOR	
	1-2x	3-4x	1-2x	3-4x
Back Cover	\$2,656.50	\$2,425.50	\$3,204.30	\$2,916.10
Inside Front/Back Cover	\$2,482.70	\$2,194.50	\$2,971.10	\$2,598.20
Full Page	\$2,136.20	\$1,848.00	\$2,541.00	\$2,223.10
Center Spread	not available	not available	\$5,104.00	\$4,446.20
Half page (H/V)	\$1,183.60	\$981.20	\$1,414.60	\$1,183.60

### Non-Member Rates

Position	Frequency & Rates			
	B&W		4-COLOR	
	1-2x	3-4x	1-2x	3-4x
Back Cover	\$2,973.30	\$2,713.70	\$3,724.60	\$3,406.70
Inside Front/Back Cover	\$2,800.60	\$2,425.50	\$3,465.00	\$3,003.00
Full Page	\$2,367.20	\$2,136.20	\$2,944.70	\$2,656.50
Center Spread	not available	not available	\$5,889.40	\$5,313.00
Half page (H/V)	\$1,443.20	\$1,386.00	\$1,761.10	\$1,558.70

Rates reflect per-issue cost.

For advertisers reserving space in Summer Convention issue only, add \$150 to one time only rate.

Print this page and fill out ALL information.

**Please reserve ad space for the following issue(s) of *The Link*:**

Fall (July 2011)     Winter (November 2011)     Spring (January 2012)     Summer (April 2012)

**Premium positions:**     Back Cover     Inside Back Cover     Inside Front Cover     Center Spread

**Interior positions:**     Full     Half Horizontal     Half Vertical

**Artwork:**     Enclosed     Mailed     E-mailed     Use previous ad from issue date: \_\_\_\_\_

**Payment:**     Check Enclosed     Bill me     Visa     MasterCard     American Express

*\*Allied Plus Members - Part of your member benefits include a half page color ad in each issue of The Link. If we do not receive updated artwork prior to the deadline, we will pick up the artwork from the previous issue. Allied Plus Members are required to fill out the Advertising Reservation Form. Please indicate on the form if you plan to change your artwork during the year.*

**An invoice will be sent to the address listed below within 30 days of receipt of the form.**

Credit card #: \_\_\_\_\_ Expiration date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV \_\_\_\_\_

Name On Card: \_\_\_\_\_

Please indicate the total amount to charge to the above credit card: \$ \_\_\_\_\_  
(If annual insertion order is placed, indicate amount to be charged each quarter.)

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 Insertion Order Forms and artwork to:**

The Link Magazine  
ATTN: Tessa Ayala, Advertising Sales Representative  
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

