



THE
HISPANIC

Outlook

IN HIGHER EDUCATION[®]
MAGAZINE

Rate Card No.23

2011-2012

PUBLICATION DATES/DEADLINES

Issue Date *Closing Date*

October 3	Sept. 13	
October 17	Sept. 27	Hispanic Heritage Month
October 31	Oct. 12	
Nov. 14	Oct. 25	Presidents Issue
Nov. 28	Nov. 8	
Dec. 19	Nov. 29	Law School Issue
January 9	Dec. 20	Year in Review
January 30	Jan. 10	Financing a College Education
February 13	Jan. 24	
February 27	Feb. 7	Women in Higher Education
March 12	Feb. 22	
March 26	March 6	Community College Issue
April 9	March 20	Graduate School Issue
April 23	April 3	
May 7	April 17	TOP 100 Colleges for Hispanics
May 21	May 1	
June 4	May 15	Health Professions Issue
June 25	June 5	
July 16	June 26	
August 6	July 17	Arts Issue
August 20	July 31	
Sept. 3	Aug. 14	
Sept. 17	Aug. 28	Back to School Issue &
		Volume 22 Editorial Index

Theme issues are indicated above.

Space reservations are suggested to assure placement in the issue of your choice. Advertisers with space reservations will receive priority over others sending materials received by the closing date. **No cancellations or changes will be accepted after 3 p.m. on closing dates.** Refer to schedule for deadlines.

HOW TO PLACE ADVERTISEMENTS

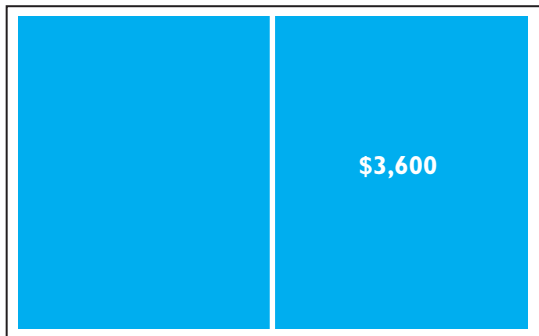
By E-Mail—outlook@sprintmail.com

By Fax—Transmit to (201) 587-9105

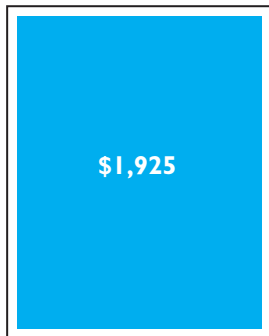
To Confirm—Call (800)549-8280 (x102 or 106)

Monday - Friday, 9 a.m. to 5:30 p.m., EST, to confirm receipt of your advertisement.

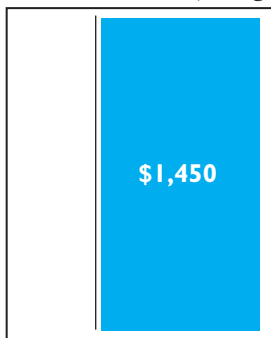
SUGGESTED AD SIZES



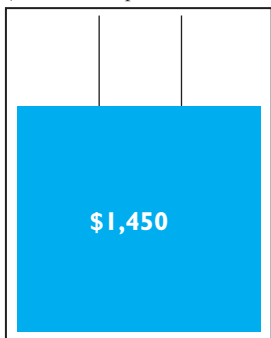
Full Page Spread
15" wide (+ 1" gutter) x 9.75" deep



Full Page
7.5" wide x 9.75" deep



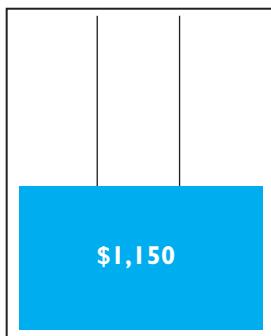
2/3 Page Vertical
4.875" wide x 9.75" deep



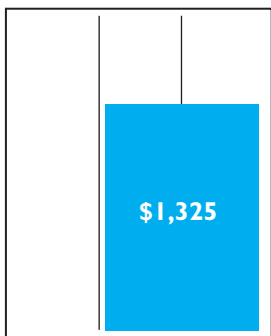
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7.5" wide x 7.25" deep



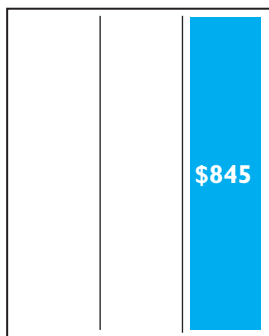
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3.625" wide x 9.75" deep



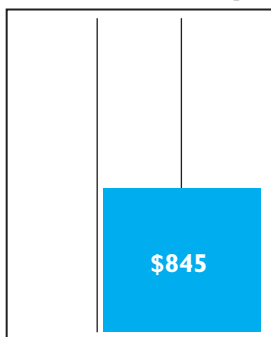
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7.5" wide x 4.75" deep



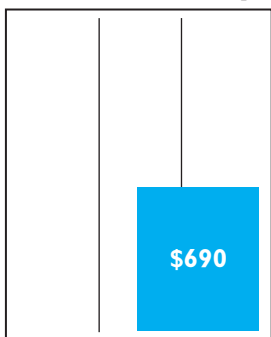
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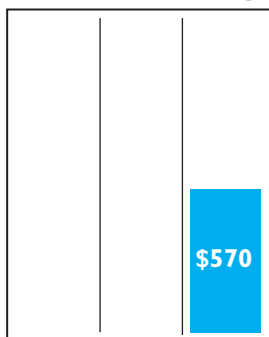
1/3 Page Vertical
2.375" wide x 9.75" deep



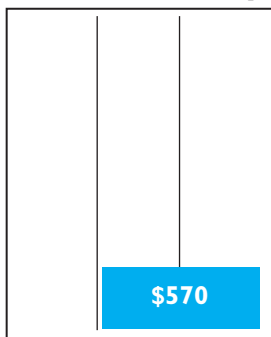
1/3 Page Horizontal
4.875" wide x 4.75" deep



1/4 Page
3.625" wide x 4.75" deep



1/6 Page Vertical
2.375" wide x 4.75" deep



1/6 Page Horizontal
4.875" wide x 2.375" deep



1/12 Page
2.375" wide x 2.375" deep

Turn  Page

Hispanic Outlook Magazine is ALSO available in a digital format

Check our website for more info.

ADVERTISING RATES & DISCOUNTS

	1x	4x	8x	12x
FP Spread	3,600			
Full Page	1,925	10%	15%	25%
2/3 Page	1,450	Discount	Discount	Discount
1/2 Page Is.	1,325			
1/2 Page	1,150			
1/3 Page	845			
1/4 Page	690			
1/6 Page	570			
1/12 Page	440			

A per-column-inch rate of \$140 is also available upon request for insertions in need of special requirements.

Specialty Placement: Advertisers may reserve the inside front or inside back cover for a full-page ad at an additional charge of \$250.

Repeat Discount: Place a faculty/recruitment display ad at regular price in one issue and receive a **25%** discount when your ad runs a second time, **with no changes**, within the next 2 issues after first insertion. Ads must be 1/4 page or larger.

Discounts are available for the following: Conferences, workshops, seminars, fellowships, grants, and scholarship programs. First insertion, 15%; second or more insertions placed at the same time, 25%. Multiple discounts do not apply. **Print advertising packages are also available.**

All print advertisements placed in the magazine will also be listed online for a 6-week period free of charge on the *Employment Opportunity Page*.

ONLINE ADVERTISING AVAILABLE: Please visit our Web site at www.hispanicoutlook.com, click on "Post Your Web Ad Now" or call our office at (800) 549-8280 ext. 102-106. Web advertising packages are also available.

ADVERTISING ENHANCEMENTS:

BANNER ADVERTISING: \$250 – for two weeks on our website + cost of print or web ad

PRIORITY POSTING: \$50 + cost of web ad

FEATURED ADVERTISER: \$150 – logo on our homepage for two weeks + cost of print ad

E-BLAST: \$100 – for one week – logo on our weekly newsletter + cost of print or web ad

MECHANICAL REQUIREMENTS

TRIM SIZE: 8.375"w x 10.875"d

LIVE AREA: 7.5"w x 9.75"d

BIND METHOD: Saddle Stitched

PRINTING: Two Color Web

PAPER STOCK: 50 lb. gloss text/80 lb. gloss enamel cover

PREFERRED MATERIALS: Submit art as PDF, Tiff, EPS or JPEG files at 300 dpi. Send via e-mail: Outlook@Sprintmail.com. All files must be in black and white. All EPS images and fonts must be embedded. We are not responsible for the quality of reproduction of materials submitted with missing fonts or low-resolution files. Please call for assistance with any questions: (800) 549-8280 ext. 101 or 109

AGENCY COMMISSIONS

15% of gross billing, excluding any non-commissionable services provided by publisher, is allowed to advertising agencies listed in the **Standard Directory of Advertising Agencies** or members of recognized agency associations. **In multiple discount situations, only one discount will apply.**

TERMS

- PAYMENT IS DUE 30 DAYS FROM DATE OF INVOICE.
- BALANCES DUE OVER 30 DAYS ARE SUBJECT TO A 2% PER MONTH SERVICE CHARGE.
- FIRST-TIME ADVERTISING AGENCIES MUST PAY IN ADVANCE TO ESTABLISH CREDIT.

GENERAL POLICIES

1. The publisher will not accept any conditions set forth in an agency contract, insertion order, or copy instructions unless specifically agreed upon in writing by publisher.
2. The advertiser and/or agents acting on its behalf shall be jointly and severally liable for all monies due to publisher for services rendered.
3. The publisher reserves the right to cancel or reject any advertisement, insertion order, or reservation for any given reason without notice.
4. The publisher does not guarantee positioning of advertising other than premium positions for inside front or inside back cover at additional charge.

READERSHIP

HO's readership is primarily composed of progressive decision makers in academia and in public and private sectors. As educators and administrators, they represent higher education's most dynamic thinkers. As executives in public or private enterprise, they signify a broadening interest and desire to diversify the workplace. As counselors and professionals in community-based organizations, they are influential advisors to students on career development and other areas of service. *HO's* readers value multiculturalism and its significance in a global economy. **The publication's readership is over 100,000. In addition to the primary circulation, of academics, administrators and guidance counselors, *HO* is distributed at major educational meetings and conferences, to government agencies, and to corporations who make an impact in their diversity initiatives.**

EDITORIAL CONTENT

The Hispanic Outlook in Higher Education[®], published 23 times a year, (see publications dates), is the premier Hispanic Educational Magazine on today's college campus and in high school guidance counselor offices that reaches a broad cultural audience of educators, administrators, students, student service and community-based organizations, and corporations. Each edition spotlights the significance of communication in academic circles, the importance of positive learning experiences, the contributions of both Hispanic and non-Hispanic role models, and constructive observations on policies and procedures in academia. *HO* presents progressive feature articles that provide constructive discussion of issues confronted by Hispanics on the college, community college campus and in everyday life. *HO* is available in print and digital format.

Some of our regular columns include:

Targeting Higher Education—A monthly review of all the new initiatives in both Government and Academia.

Political Beat—A look of what's happening on the political front concerning Hispanics.

Hispanics on the Move—Accolades, awards, promotions and recognitions.

FYI—Current information from National Organizations covering Hispanic issues and concerns.

Book Review—A one-page review written by faculty about books of special interest.

Priming the Pump—Ongoing editorial column geared towards high school students preparation and readiness for college.

Online Section—A selection of articles from the magazine that will appear online. Along with other online-only articles.

Continuous Coverage of Academic Developments

Each issue focuses primarily on current events and topics of interest to Hispanic educators, administrators and students. These features address campus events, policies, and concerns making headlines in higher education.

Theme Issues

HO will continue theme issues with greater emphasis on editorial content and in-depth detail. Using a series of articles on topics such as Women in Higher Education, Community Colleges, Hispanic Heritage Month, Graduate School, and Health Professions. *HO* reaches out to different academic audiences with timely information and ideas. Our weekly newsletters/e-blast announces upcoming theme issues and deadlines. You can also follow *HO* on Twitter and Facebook for news and current events.

TELEPHONE

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