



College & University Professional Association for Human Resources
The Must Have Resource
for
Higher Education

ADVERTISING PROSPECTUS 2006-2007

Your official guide to CUPA-HR's advertising opportunities



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Online Advertising

The CUPA-HR Web site at www.cupahr.org offers high-impact spaces for online advertising throughout many areas of the site including the home page, section pages, and story-level pages. Online advertising spots are available within two packages of web pages: the Home Page package and the Salary Surveys and News Online package.

Size: One button (125 X 125 pixels)

Insertions: Accept up to 3 ads for each 1-button area (will rotate automatically). Each advertiser may only occupy one button in each position.

Terms: 3 or 6 months only

Look: below

The screenshot shows the CUPA-HR website home page. At the top, it features the CUPA-HR logo and the tagline "The Must Have Resource for Higher Education". Below the header is a navigation menu with items like HOME, ABOUT US, MEMBERSHIP, CORPORATE PARTICIPATION, SURVEYS, CONFERENCES, NEWSROOM, HR RESOURCES, PUBLIC POLICY, JOBLINE, HR BOOKSTORE, AWARDS, REGIONS, and CHAPTERS. A central banner for the "CUPA-HR KNOWLEDGE CENTER" includes a "CLICK HERE TO LOG IN" button. The main content area is titled "NEWS AND INFORMATION" and contains several news items with "More..." links. On the right side, there are two designated "Ad Slot #1" and "Ad Slot #2" areas.

Rates

Package and Description	Members	Nonmembers
Home Page package (includes many other miscellaneous pages throughout the web site)	\$300/mo.	\$450/mo.
CUPA-HR News Online and Salary Surveys package	\$150/mo.	\$225/mo.

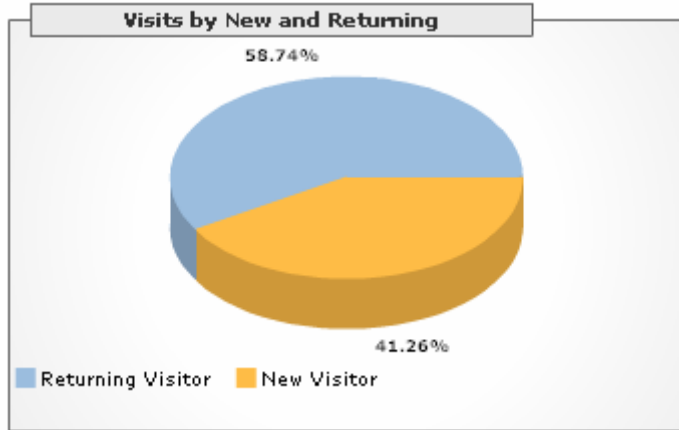
How to Submit Ad

→By E-mail: **Electronic files are preferred** and can be e-mailed to: advertising@cupahr.org.

→By Mail: Please mail a CD containing all ad files to: ATTN: Advertising, CUPA-HR, Tyson Place, 2607 Kingston Pike, Suite 250, Knoxville, TN 37919

CUPA-HR Web Traffic Stats

New and Returning Visitor Stats



Online Ad Package Pageviews

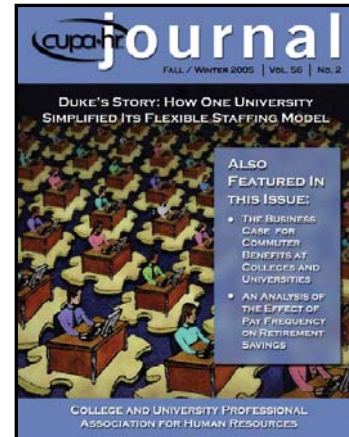
	Unique Views	Pageviews	Monthly Averages	Average Time
Home page & Misc. pages	57,850	72,205	11,570//14,441	1 min. 27 sec.
Newsroom & Surveys pages	23,451	28,301	4,690//5,660	2 min. 8 sec.

Data represents web site stats from 4/1/06 – 9/1/06

→Calculation methodology: A “pageview” is defined as a request from a visitor’s browser for a displayable web page, generally an HTML file. In general, images and other embedded content are not considered pageviews.

CUPA-HR Journal

Nearly 1,600 senior-level HR professionals in higher education turn to the *CUPA-HR Journal* for in-depth coverage of timely issues, trends, and innovations in HR. These HR vice presidents, directors, and managers make major purchasing and contracting decisions for their institutions. In addition, faculty and student researchers at 200 locations around the world can access the periodical through their institution or regional library. This semi-annual periodical includes Spring/Summer and Fall/Winter issues. Corporate advertisers can place insertion orders for four-color ads on the inside covers or black-and-white ads located on any inside page.



Publication Schedule and Deadlines

	Reservation Deadline for Corporate Ads	Ad Art Deadline	Publication Date of Issue
Fall/Winter 2006 issue	September 6, 2006	October 4, 2006	Nov/Dec 2006
Spring/Summer 2007 issue	March 3, 2007	April 15, 2007	May/June 2007

Ad Sizes

Publication Trim Size: 8 1/2" x 11"

All ads must be designed to the exact dimensions indicated below:

Ad Size	Width	Height
1/4 pg.	3 3/8"	4 3/4"
1/2 pg.	8"	4 3/4"
Full page	8"	10 1/2"
Covers 2 & 3	8"	10 1/2"

Rates

Black-and-White Ad Rates

	1-time Insertion Member Rate	1-time Insertion Nonmember Rate	2-time Insertion Member Rate (price per ad)	2-time Insertion Nonmember Rate (price per ad)
Cover 2	\$1,250	\$1,375	\$1,100	\$1,275
Cover 3	\$1,200	\$1,325	\$1,050	\$1,225
Full page	\$1,050	\$1,150	\$950	\$1,050
1/2 page	\$650	\$725	\$550	\$625
1/4 page	\$400	\$425	\$300	\$325



Four-Color Ad Rates

<i>Color is available on Covers 2 and 3 only</i>	1-time Insertion Member Rate	1-time Insertion Nonmember Rate	2-time Insertion Member Rate (price per ad)	2-time Insertion Nonmember Rate (price per ad)
Cover 2	\$2,625	\$2,825	\$2,400	\$2,525
Cover 3	\$2,550	\$2,750	\$2,325	\$2,450

File Formatting

Print ads should be formatted as:

- 300 dpi resolution or higher
- Inside cover ads can be four-color, two-color, or black-and-white. Ads on inside pages can only be black-and-white
- Will accept file formats of .eps in the following design programs: Adobe InDesign, Illustrator, PhotoShop, or QuarkXpress files.

Please be sure to send us all fonts, images, and graphic files associated with the print ad.

Send a PDF or hard copy of the ad for proofing purposes

Please include the designer's name and contact information (only to be used in case of questions). If you have design questions, call the CUPA-HR Graphic Designer at 865-637-7673 or e-mail webmaster@cupahr.org.

Strip-in Fees

Film negatives, right reading, emulsion down; camera-ready copy; or film positive, right reading, emulsion up will be accepted with an additional \$200 film strip-in fee applied to the ad cost.

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Advertising Agency Discount

Advertising agencies will receive a 10 percent discount on their gross ad cost. CUPA-HR does not pay commission.

Billing Terms

Invoices will be mailed to advertisers upon publication of the issue and will be accompanied by a tearsheet, along with one copy of the *CUPA-HR Journal*. Terms of billing are total net billing due within 30 days of the invoice date. The publisher reserves the right to request payment in advance.

Sales Office

CUPA-HR Advertising
2607 Kingston Pike, Ste. 250
Knoxville, TN 37919
Telephone: 865-637-7673
E-mail: advertising@cupahr.org