

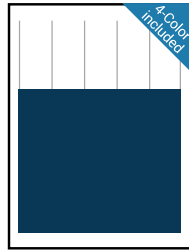
2020 Print Packages Rate Card

THE CHRONICLE
OF HIGHER EDUCATION.

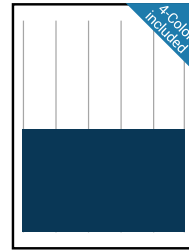
Your print ad includes a 60-day online job posting on Careers.Chronicle.com.
All display ads also include a premium enhancements package.



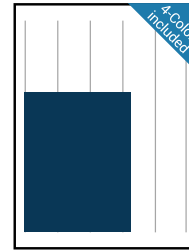
Full page
\$14,185
10.25" x 13.5"
(260 x 343mm)
wordcount: 2000



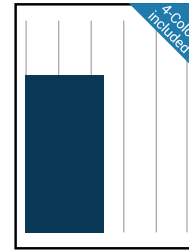
2/3 page
\$9,650
HORIZONTAL:
10.25" x 9"
(260 x 229mm)
wordcount: 1,380



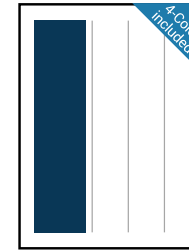
1/2 page
\$7,380
HORIZONTAL:
10.25" x 6.5"
(260 x 165mm)
wordcount: 900



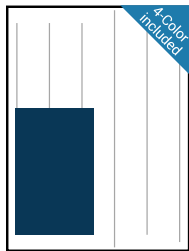
5/16 page
\$6,290
6.75" x 8.5"
(171 x 224mm)
wordcount: 950



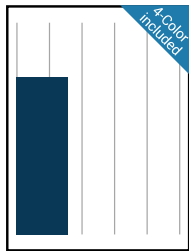
3/10 page
\$5,615
5" x 10"
(127 x 254mm)
wordcount: 905



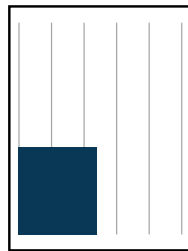
1/3 page
\$5,110
HORIZONTAL:
5" x 9"
(127 x 229mm)
wordcount: 840
VERTICAL:
3.375" x 13.5"
(86 x 343mm)
wordcount: 1,000



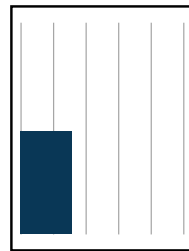
7/24 page
\$4,610
5" x 8"
(127 x 203mm)
wordcount: 700



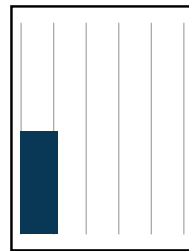
1/4 page
\$3,935
HORIZONTAL:
5" x 6.5"
(127 x 165mm)
wordcount: 540
VERTICAL:
3.375" x 10"
(86 x 254mm)
wordcount: 650



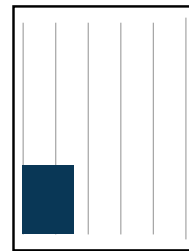
1/5 page
\$3,350
4-Color +\$200
5" x 5.5"
(127 x 140mm)
wordcount: 410



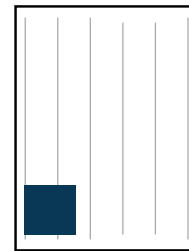
1/6 page
\$2,760
4-Color +\$200
HORIZONTAL:
5" x 4.25"
(127 x 108mm)
wordcount: 305
VERTICAL:
3.375" x 6.5"
(86 x 165mm)
wordcount: 385



1/8 page
\$2,255
4-Color +\$200
2" x 5"
(51 x 127mm)
wordcount: 275



1/9 page
\$2,090
4-Color +\$200
3.375" x 4.5"
(86 x 114mm)
wordcount: 240



1/12 page
\$1,670
4-Color +\$200
3.375" x 3.25"
(86 x 83mm)
wordcount: 100

Print line ads + online

Line ad
\$435, plus \$2 per word

Line ad plus
\$636, plus \$2 per word

Print frequency discount package

6 - 14 ads/year
10% (Must place 6 ads
minimum to receive discount)

15+ ads/year
15% (Must place 15 ads
minimum to receive discount)



Contact your Chronicle
sales representative
for a quote today at
jobs@chronicle.com
or 202-466-1050.

Online Packages Rate Card

THE CHRONICLE
OF HIGHER EDUCATION.

All ads include a 60-day online job ad, with two complimentary job categories for better search results.

Online Packages

Basic job posting \$435	Job posting plus \$636	
Diversity boost \$634	High visibility \$665	Premium exposure \$935

High-Volume Packages

3-post package \$1,175*

Multiple job-postings package

Ads	5x	10x	15x	25x
Price	\$1,850	\$3,480	\$4,895	\$7,070
Price per ad	\$370	\$348	\$326	\$283

Unlimited posting packages Contact your representative for pricing at jobs@chronicle.com
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Online Enhancements

Select two or more premium enhancements and receive 15% off each

Newsletter Ad

Frequency Price Job ad appearance	Academe Today Daily \$200 1 day	ChronicleVitae Digest Weekly \$150 1 day
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Top jobs \$258

Sponsored jobs \$125

Distribution networks**

Diversity \$199	Information Technology \$199	Health & Medical \$199
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*No agency commission, price is net.

**Discount in price has been included. 15% offer does not apply.

Note: Web packages must be prepaid and are not refundable.



Instantly post, manage, and track your job ads.
Visit [Hire.Chronicle.com](https://www.chronicle.com/hire)

Online Products

Place your job ads in front of online readers who consume our award-winning content every day. Choose from our most popular job posting packages.

Online Job Ad

60 days on our job board on Careers.Chronicle.com (includes metrics dashboard)

Diversity Network

Online job ad featured on diversity partner sites

The Chronicle's Daily Newsletter

One-time placement in Academe Today, sent to 200,000+ subscribers

Sponsored Job

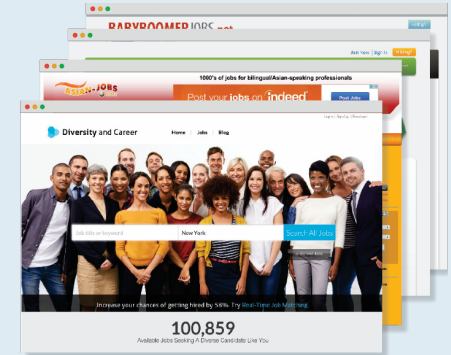
Appear as one of the first three jobs seen on Careers.Chronicle.com's job-board search results

Top Job

Placement in a prominent section on Chronicle.com's home page and content pages

Basic Job Posting	Diversity Boost	High Visibility	Premium Exposure
✓	✓	✓	✓
	✓		✓
		✓	✓
		✓	✓
			✓

Diversity network



The Chronicle's daily e-newsletter

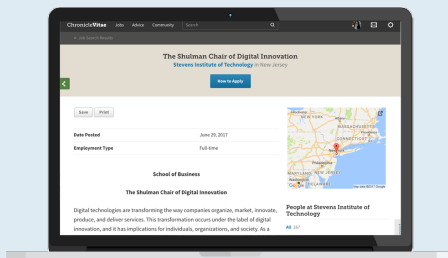


Job Opportunities

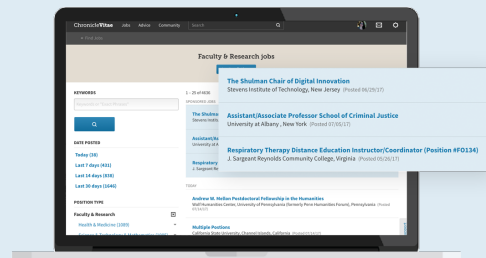
Program Director BSN Nursing
Mercy College of Ohio

Friends of Perimeter Institute-Fundraising Consultant
Perimeter Institute for Theoretical Physics

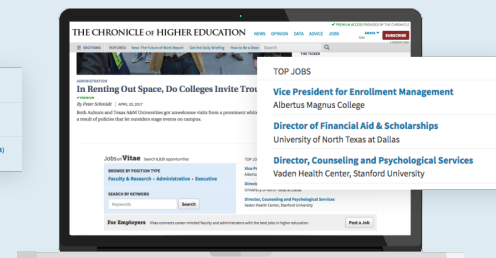
Online job ad



Sponsored jobs



Top jobs



Print Packages

Reach the most sought-after candidates and advance your institution's brand.

Print

Text Print Job Ad

A one-time black-and-white text print ad in *The Chronicle's* weekly publication

Color, Logos, and Images

Ensure your print job ad stands out with bold colors and graphics

Online

Online Job Ad

60 days on our job board on Careers.Chronicle.com (includes metrics dashboard)

The Chronicle's Daily Newsletter

One-time placement in *Academe Today*, sent to 200,000+ subscribers

Sponsored Job

Appear as one of the first three jobs seen on Careers.Chronicle.com's job-board search results

Top Job

Placement in a prominent section on Chronicle.com's home page and Careers.Chronicle.com's job board

Chronicle Careers Digest

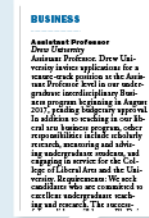
Appear One-time placement in the weekly newsletter dedicated to serving career management needs of higher ed professionals

Line Ad	Line Ad Plus	Display Ad
✓	✓	✓
		✓
✓	✓	✓
		✓
	✓	✓
	✓	✓
		✓
		✓

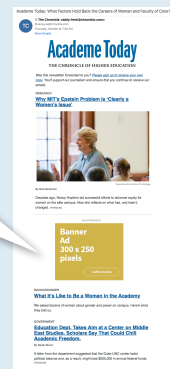
Display Ad



Line Ad



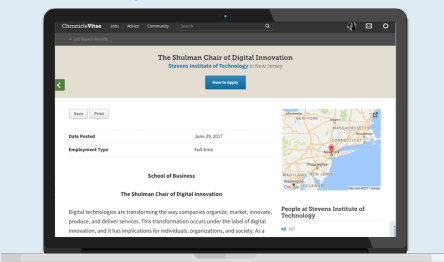
The Chronicle's daily e-newsletter



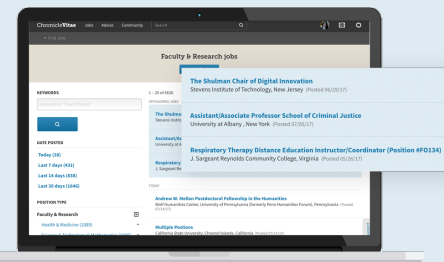
Job Opportunities

- Program Director BSN Nursing**
Mercy College of Ohio
- Friends of Perimeter Institute-Fundraising Consultant**
Perimeter Institute for Theoretical Physics
- Elementary Online Coordinator/Instructor**
Mississippi State University

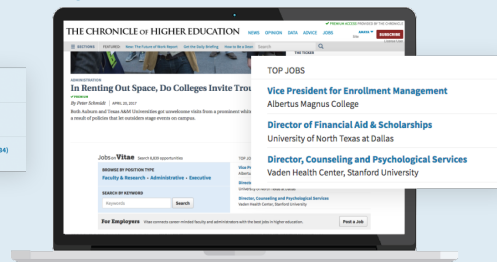
Online job ad



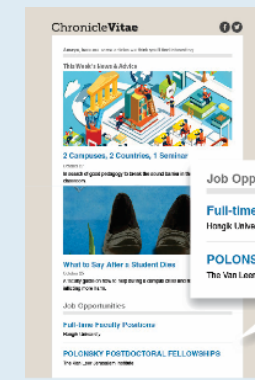
Sponsored jobs



Top jobs



Chronicle Careers Digest



- Job Opportunities**
- Full-time Faculty Positions**
Hogsk Uppsala
- POLSKINY POSTDOCTORAL FELLOWSHIPS**
The Van Leer Jerusalem Institute

Print Specs

Print job ad deadlines are 12 p.m. Eastern time the Monday of the week prior to the issue date, unless otherwise noted. We do not hold space—all materials, including artwork, must be submitted by the deadline date.

Materials Specifications

The Chronicle is printed by non-heatset process in tabloid format on 35-lb. premium groundwood paper.

» **Method of binding:**

Folded, stitched

» **Publication trim size:**

10.75" wide, 14.375" deep
(273x365mm)

Five columns per page.

» **Type-page size:**

9.5" wide, x 12.375" deep.
(241x314mm)

» **Column widths:**

Two columns, 3.7" (94mm).

Three columns, 5.65" (143mm).

Four columns, 7.57" (192mm).

Five columns, 9.5"(314mm).

» **Depth of column:**

12.375 inches (314mm).

» **Acceptable materials:** The Chronicle accepts black-and-white and four-color camera-ready materials in high resolution PDF format. If you are unable to submit your black-and-white ad in electronic format, subject to the specifications below, we can typeset your ad at no additional charge. We do not offer typesetting services for four-color ads.

Ads to be designed by The Chronicle will require upfront submission of an approved client logo and any associated images.

» **Press gain:** Our expected press gain of 20% should be taken into consideration when preparing both black-and-white and four-color materials.

» **Color:** Color ads must be four-color process only. No PMS or RGB colors can be used. The maximum color density is 240.

» **Type:** We recommend using at least 8-point sans-serif type when reversing type out of one color and at least 10-point when reversing out of four-color. When using color type, we recommend using no more than two colors and at least 12.5-point sans-serif type (bold or medium-weight).

Digital Ad Submissions

» **File formats:** PDF files (Adobe Acrobat, high-resolution press quality). The document must be set to the ad size.

» **Images:** Halftone images should be 300 dpi and line art images should be 600-1200 dpi. Prepare color images as CMYK.

» **Fonts:** PDFs that contain OpenType or Adobe Type 1 fonts are acceptable. We cannot accept PDFs that contain TruType fonts, and reserve the right to substitute our fonts in files that contain TruType fonts.

» **Color-correcting:** The Chronicle will not color correct digital ads without authorization. We will, however, use our internal settings, which are optimized for newspaper printing, when processing digital ads.

» **Method of delivery:** Digital ads may be submitted via e-mail to jobs@chronicle.com. For instructions on sending ads via FTP, send an e-mail to jobs@chronicle.com or call (202) 466-1050.