

HIGHER ED MARKETING

HIGHER EDUCATION MARKETING REPORT

MECHANICAL REQUIREMENTS

Ad Materials:	Film or camera-ready mechanical artwork.
Screens:	133 line screen.
Binding:	Saddle-stitched.
Columns:	3 Column width: 2-1/4" Column depth: 10"
Publication Trim Size:	8 1/2" x 11"

ISSUE AND CLOSING DATES: **Higher Education Marketing Report** is published 11 times a year (July and August issues combined). Space reservations are required by the 10th of the month prior to insertion. Camera-ready artwork must be received by the 15th.

MAILING REQUIREMENTS: All materials to—

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CIRCULATION INFORMATION: **Higher Education Marketing Report** is distributed worldwide to marketing, advertising and administrative professionals interested in promoting the field of higher education. It is designed to report case studies about how higher education institutions are marketing their products and services. Circulation is by subscription only and is available for \$215 per year.