



# Change

The Magazine of  
Higher Learning

*Published in cooperation with The Lumina Foundation and the Graduate School of Education at the University of Pennsylvania, with additional support supplied by the State Higher Education Executive Officers (SHEEO) and the Council on Higher Education Accreditation (CHEA).*

## General Information

Well-known and respected as an opinion magazine dealing with contemporary issues in higher learning, Change spotlights trends, provides new perspectives, and analyzes the implications of developments in areas including public policy, financing, & teaching and learning. Articles cover influential institutions and individuals, new teaching methods, finances, governance, and technology. Editorial content includes columns on important data, new books, and teaching resources; analytical features on national developments in postsecondary education; and other special departments.

**Publication Schedule:** Bimonthly

**Circulation:** 3,200

**Staff:**

Managing Editor:

Kate Marshall

215-625-8900 x218

Katherine.marshall@taylorandfrancis.com

**Advertising Sales:**

Susan Steiner

215-625-8900, ext 364

susan.steiner@taylorandfrancis.com

## Advertising Rates

Rates are cost per insertion (Design rate: \$100)

	1X	3X	6X
Full page b&w	\$1025	\$925	\$820
4-color	\$1,550	\$1,450	\$1,345
2/3 page b&w	\$770	\$685	\$615
4-color	\$1,190	\$1,450	\$1,345
1/2 page b&w	\$615	\$555	\$490
4-color	\$1,035	\$975	\$910
1/3 page b&w	\$505	\$455	\$405
4-color	\$820	\$770	\$720
1/4 page b&w	\$330	\$295	\$265
4-color	\$685	\$660	\$615
1/6 page b&w	\$330	\$295	\$265
4-color	\$540	\$505	\$475

**Covers:** (4-color only): 1X

Cover 3 \$1,840

Cover 4 \$2,100

**Base Design Rate:** \$100

Additional costs based on typesetting and design time. When we design your advertisement, one copy will be provided to proof text only.

**Inserts:**

Base rate is earned as stated above according to size. Inserts must be supplied by advertiser. Pricing is contingent upon insertion method preferred by advertiser. Testing copies of the insert must be supplied before pricing.

## 2012 Advertising Deadlines

2012 Issue	Closing Date*	Materials Due*
Jan-Feb 2012	Oct. 31, 2011	Nov. 14, 2011
Mar-April 2012	Jan. 2, 2012	Jan. 16, 2012
May-Jun 2012	Mar. 5, 2012	Mar. 19, 2012
Jul-Aug 2012	May 1, 2012	May 15, 2012
Sep-Oct 2012	July 2, 2012	July 16, 2012
Nov-Dec 2012	Sept. 4, 2012	Sept. 18, 2012

\*Closing dates include the following: insertion orders, set copy, design requests & cancellations

\*Material deadline: Materials not received by this date will incur a cancellation charge.

Rates and Data 2012



Routledge  
Taylor & Francis Group

## Mechanical Requirements

	Horizontal Ads		Vertical Ads	
	Width	Height	Width	Height
Full page:	N/A	N/A	7.125"	9.875"
2/3 page:	7 1/4"	6 1/2"	4 3/4"	10"
1/2 page:	7 1/4"	4 7/8"	N/A	N/A
1/3 page:	4 3/4"	3 1/2"	2 1/4"	10"
1/4 page:	N/A	N/A	2 1/4"	4 7/8"
1/6 page:	4 3/4"	2 1/2"	N/A	N/A

**Bleed Requirements:** 8.375" x 11.125"

**Live Image Area:** 8.125" x 10.875"

**Reproduction Requirements:** We accept files that have embedded fonts and are optimized for print, as well as digital files in the following formats: TIFF, PDF, EPS.

### Graduate Programs in Change:

- 6 issues - \$595
- 2 1/4" H x 2" W
- 300 DPI, CMYK format, PDF, No Box

**Guidelines for Submitting Digital Ads:** The submission of digital files for ads is preferred. Customer ad files will be preflighted, and customers will be asked to re-supply files if they are not of sufficient quality or contain errors in preparation.

**Additional pre-press charges may be incurred if files are not prepared properly.**

**Acceptable file formats:** PDF, TIFF, EPS

**Resolution:** 300 dpi minimum. 1000 dpi maximum.

**Fonts:** Postscript fonts only. Fonts must be embedded.

**Color:** CMYK only unless paying for a specific Pantone color.

**File size:** Files should be 8 MB or less. If a file must be larger, please email the address below for assistance in providing it.

### Submit artwork to:

[advertisingmaterials@taylorandfrancis.com](mailto:advertisingmaterials@taylorandfrancis.com)

You will receive confirmation of receipt.

## Online Advertising

Advertise on Change Magazine's New Website:  
[www.ChangeMag.org](http://www.ChangeMag.org)

### Change 2012 Online Ad Rates:

One month:	\$105
Four month run of site:	\$420
Eight month run of site:	\$630
Twelve month run of site:	\$1,050

Box Ad Dimensions	Max File Size	Types of Files Accepted
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Static Ad 165 x 165	20 kb	.JPG, .GIF
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Flash 165 x 165	40 kb	.SWF
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Skyscraper Ad Dimensions	Max File Size	Types of Files Accepted
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Static Ad 165 x 330	20 kb	.JPG, .GIF
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Flash 165 x 330	40 kb	.SWF
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### Additional Specs:

- When clicked, creative should always open a new browser window.
- All Flash creative must be accompanied by a back-up .GIF file to be served if the user does not have the correct plug-in.