

The following information is for anyone interested in advertising their company in the Annual Report

Magazine Profile

The Partnership Annual Report is a publication of the Higher Education Partnership (HEP), and is published annually in a magazine format with a finished size of 8-1/2" X 11." HEP is a non-profit association representing Alabama's public universities. We are a member-based organization whose funding comes from membership dues. We have our own board of directors. *The Partnership Annual Report* is sustained through advertising and, in part, through membership dues. The Annual Report is published annually and looks back on what the Higher Education Partnership has accomplished over the past-year and what is being planned for the coming year, so members can be more involved.

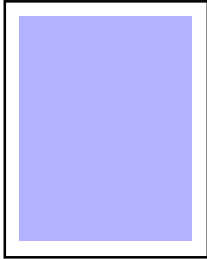
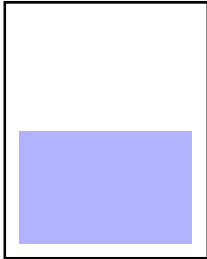
Audience Description

The Partnership Annual Report is published annually for Higher Education Partnership members. HEP has a membership base of more than 13,000 members coming from 14 of the state's public universities. Readers of *The Partnership Annual Report* consists of university faculty, staff, administrative professionals, and students. Readers also consists of alumni that include corporate executives, entrepreneurs, government officials, and medical professionals.

Content Approval of Ads

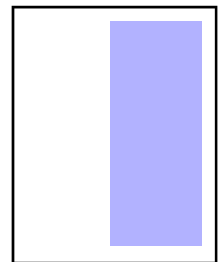
The publisher reserves the right to reject any advertising. All display ads, classified listings and photos are subject to final approval by the editor. All decisions are final.

HIGHER EDUCATION PARTNERSHIP ADVERTISING RATES

	Black & White	Two-Color	Four-Color	University Rate	
Premium Positions					
Outside Back Cover	N/A	N/A	\$1,000.00	\$700.00	
Inside Front Cover	N/A	N/A	\$900.00	\$600.00	
Inside Back Cover	N/A	N/A	\$900.00	\$600.00	
Full-Page Ad	\$400.00	\$500.00	\$600.00		
Half-Page Ad (vertical & horizontal)	\$250.00	\$350.00	\$475.00		
Quarter-Page Ad	\$150.00	\$225.00	\$325.00		
One-sixth Page Ad	\$100.00	\$150.00	\$200.00		
Classified Ads	\$1.50 per word, min. 20 words				1/2 page Horizontal

Special Offer for Universities and Graduate Schools

Full-Page Ad	\$150.00	\$250.00	\$450.00
Half-Page Ad	\$75.00	\$100.00	\$250.00
Quarter-Page Ad	\$45.00	\$75.00	\$150.00



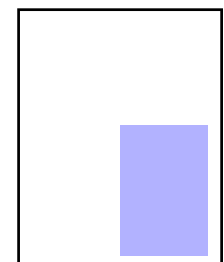
1/2 page
Vertical

SPECIFICATIONS:

Ads may be submitted as camera-ready copy and should be submitted in the following formats: Microsoft Word, Publisher, or as a PDF document. PDF documents are preferred. Please send either by email or on other storage media.

Borders: A border is required on all display advertising. Ads which do not have borders will be reduced in size, if necessary, to accommodate a border.

Bleed pages are not available.

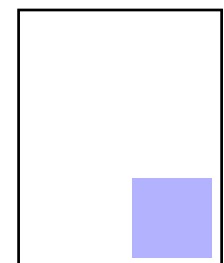


1/4 page

MECHANICAL REQUIREMENTS

(Dimensions in inches)

Covers, full page	7 1/4 X 10
1/2 page (horizontal)	7 1/4 X 4 7/8
1/2 page (vertical)	4 1/4 X 10
1/4 page	3 1/2 X 4 7/8
1/6 page.....	2 1/4 x 4 7/8



1/6 page