



HBCU  
**HBCU**  
*Times*  
Connect, Motivate, And Inspire

# 2018 ADVERTISING OPPORTUNITIES

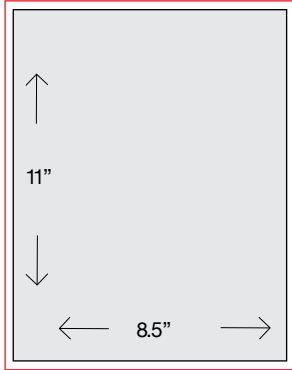


The HBCU Times is the premiere source of positive news related to Historically Black Colleges and Universities (HBCU's). The mission of the HBCU Times is to provide information about HBCU's that is positive, informative, honest, and transformational. We seek, through both digital and print mediums, to provide the world with an abundance of positive success stories of the illustrious history and current success of HBCU's. The HBCU Times also seeks to connect, motivate, and inspire HBCU Alums and supporters to work collaboratively to enhance the HBCU experience for the next generation of students. The HBCU Times will also encourage the formation coalitions and think tanks to address many of the challenges and opportunities facing HBCU's moving forward. The HBCU Times will also highlight Black Excellence regardless of institutional affiliation.

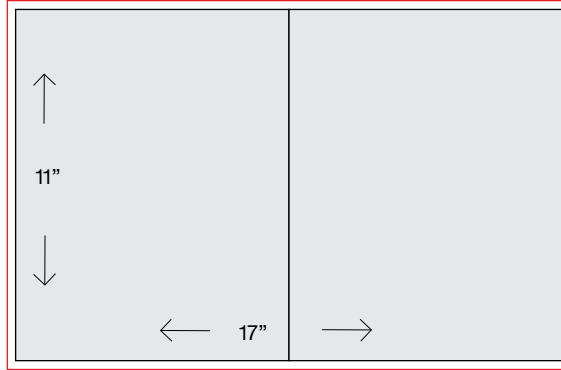


# ADVERTISING SPECS & RATES (PRINT)

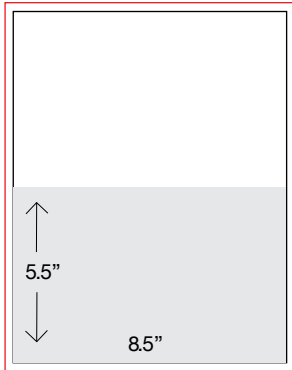
## MEASURE REQUIREMENTS



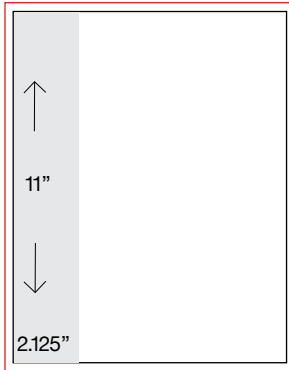
full page



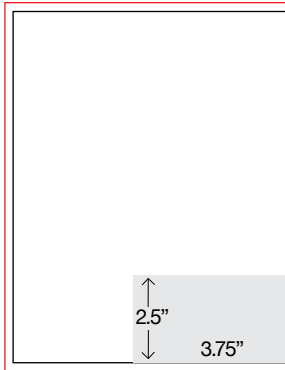
double page spread



1/2 page horizontal



1/4 page vertical



1/8 page horizontal

**page size**  
8.375" x 10.875"  
**bleed**  
1/8" / .125"  
**trim**  
.025

**printer marks**  
please include the trim and bleed marks on the pdf

**Acceptable Formats**  
High resolution PDF and JPG  
At 100% 300 dpi | CMYK

## RATE OPPORTUNITIES

AD SIZE	1X	2X	3X	4X
FULL	\$4,500	\$4,100	\$3,800	\$3,300
1/2	\$2,500	\$2,100	\$1,800	\$1,650
1/4	\$2,000	\$1,600	\$1,300	\$1,250

**SPECIAL RATE FOR INAUGURAL | \$50 FOR BUSINESS CARDS**

## FULL PAGE PREMIUM

BACK COVER	\$6,000
INSIDE FRONT COVER	\$5,500
INSIDE BACK COVER	\$5,000
ONE PAGE SPREAD	\$2,000
2-3 PAGE SPREAD	\$5,000

These rates are effective until December 2018.  
We offer design layouts at a reasonable price for advertising clients.  
All advertisement must be paid in full before the print of the publication.

Please complete the form on page 3 and return to:  
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# ADVERTISING BUSINESS INFORMATION FORM

Complete the form below and return to: [email | HBCUTimes@gmail.com](mailto:HBCUTimes@gmail.com) OR [fax | 803.997.2364](tel:803.997.2364)  
Please allow 24-48 hours after receipt of this form for further information.

BUSINESS NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_  
\_\_\_\_\_

PHONE NUMBER (B) \_\_\_\_\_

FAX NUMBER (B) \_\_\_\_\_

EMAIL (B) \_\_\_\_\_

WEBSITE \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

TITLE \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

EMAIL \_\_\_\_\_