



HBCU
Times
Connect, Motivate, And Inspire

2019 AD DEK

2019 ADVERTISING OPPORTUNITIES

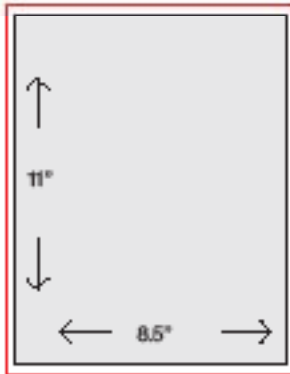


The HBCU Times is the premiere source of positive news related to Historically Black Colleges and Universities (HBCU's). The mission of the HBCU Times is to provide information about HBCU's that is positive, informative, honest, and transformational. We seek, through both digital and print mediums, to 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.

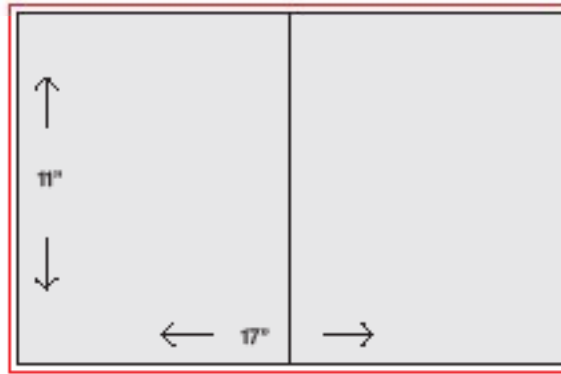


ADVERTISING SPECS & RATES (PRINT)

MEASURE REQUIREMENTS



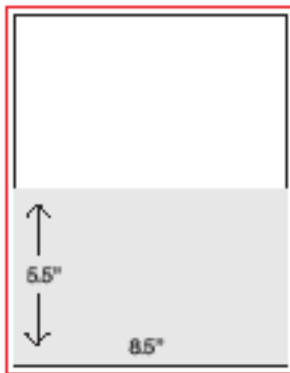
full page



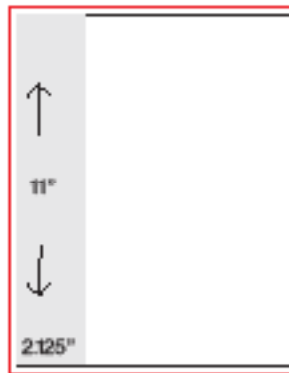
double page spread

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

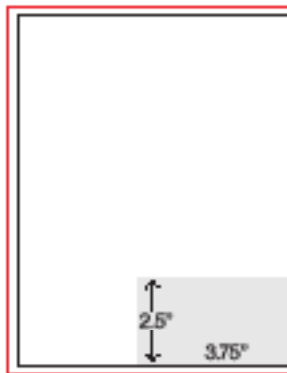
printer marks
please include the trim and
bleed marks on the pdf



1/2 page horizontal



1/4 page vertical



1/8 page horizontal

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:
email | HBCUTimes@gmail.com OR fax | 803.997.2364

PUBLICATION CALENDAR

JANUARY ISSUE

Articles Due by November 15, 2018

Ads Due by November 30th

AD Payments Due by December 4th

SPECIAL MARCH ISSUE

Articles due by January 5th

Ads Due by January 15th

AD Payments Due by January 31st

MAY ISSUE

Articles Due by March 31st

Ads Due by April 7th

Ad Payments Due by April 15th

JULY ISSUE

Articles Due by May 10th

Ads Due by May 30th

Ad Payments Due by June 7th

SPECIAL AUGUST ISSUE

Articles Due by June 1st

Ads Due by June 15th

Ad Payments Due by June 30th

OCTOBER ISSUE

Articles due by August 1st

Ads Due by August 15th

Ad Payments Due by August 31st



ADVERTISING BUSINESS INFORMATION FORM

Complete the form below and return to: [email | HBCUTimes@gmail.com](mailto:HBCUTimes@gmail.com) OR [fax | 202.887.2304](tel:202.887.2304)
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 _____