

# 2024 Media Kit

Connecting you globally with  
advancement professionals and the  
educational institutions they serve.

*Contact us today and  
start making connections.*

Michael Fleming  
Manager, Advertising Sales  
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[mflaming@case.org](mailto:mflaming@case.org)

**case.org**

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION



# Who We Are

Bringing together experienced professionals to address issues in the education sector

The Council for Advancement and Support of Education (CASE) is a global association of 97,000 professionals, including top-level decision-makers in advancement—alumni relations, communications, development, fundraising, marketing, and advancement services—at more than 3,100 institutions that champion education to transform lives and society.

By bringing together experienced professionals from 80 countries around the world to address issues in the education sector, CASE provides an important perspective on the advancement challenges faced by universities, colleges, and schools.



# What We Do

Encouraging communities of professionals to champion the success of their institutions

CASE serves a broad array of decision-makers at educational institutions across the globe on policy issues as they relate to the field of educational advancement in alumni relations, communications, fundraising, marketing, and advancement services.

Offering more than 140 conferences and workshops globally, along with webinars and digital curricula, CASE provides comprehensive learning opportunities for advancement professionals at every career level.

As a catalyst for advancing education worldwide, we inspire, challenge, and equip communities of professionals to act effectively and with integrity to champion the success of their institutions.

In a world that is increasingly driven by data, CASE maintains the most comprehensive set of surveys, studies, and resources in the advancement profession.

## CONTACT

**Michael Fleming**  
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+ 1 (202) 478-5568  
[mfleming@case.org](mailto:mfleming@case.org)

# Connect with CASE Members Globally Through Customized Plans

Sponsored Content • *Currents* Magazine  
CASE Newsletters • case.org

CASE customizes advertising strategies tailored to your budget, using our expanded media opportunities to reach decision-makers at CASE member institutions, globally.

## CASE media

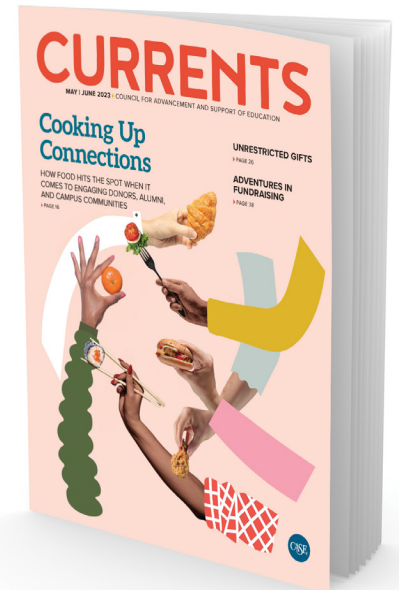
**SPONSORED CONTENT** includes articles, webinars and content from educational partners and advertisers, posted on case.org.

**CURRENTS MAGAZINE** explores contemporary issues, trends, and best practices in advancement. This award-winning magazine takes an interdisciplinary approach to education advancement, featuring articles on topics of interest to CASE members. Available in print and digital.

**CASE NEWSLETTERS** include *Advancement Weekly*, *BriefCASE*, *Community College Advancement News*, and *Inside Schools*, reach members on a weekly, monthly, or bimonthly basis.

**CASE.ORG**, the online home of CASE, visited by members worldwide.

For more information about a customized plan to fit your budget, please contact **Michael Fleming**, Manager, Advertising Sales, +1 (202) 478-5568, [mfleming@case.org](mailto:mfleming@case.org).



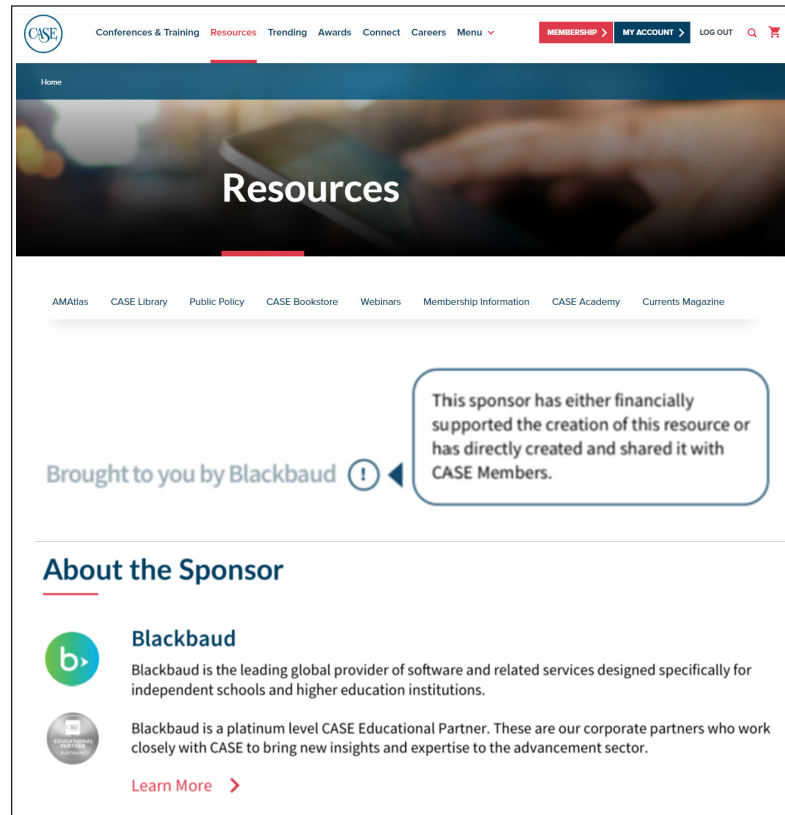
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# CASE Sponsored Articles

CASE now offers educational partners and advertisers two new branding and advertising opportunities: Sponsored articles.

**Articles:** Sponsored articles of up to 600 words are available on case.org. Articles will be added to the CASE Resources page (case.org/resources). Sponsorship includes logo placement with URL.



**Sponsor Acknowledgment:** Sponsored podcasts and articles will recognize the sponsor. "About the Sponsor" will be added to each sponsored podcast and article, with a brief sponsor background and a link to their page in the Educational Partner Directory.

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mfleming@case.org

Sponsored Content	1x Rate	3x Rate	6x Rate
Articles	\$3,120 each	\$2,860 each	\$2,600 each



# CASE Sponsored Webinars

CASE is introducing **Sponsored Webinars**, an opportunity for CASE Corporate Partners to deliver their content, thought leadership, expertise and best practices directly to CASE member institutions. Sponsored Webinars will be free for professionals at CASE member institutions, maximizing the opportunity for your content to reach a large global audience.

## Webinar Criteria and Guidelines

Sponsored Webinars will be hosted live and be between 60-75 minutes in length. All webinars will meet the following criteria:

- Define the target audience and identify between 2-5 measurable learning objectives which support the needs of that target audience
- Support professional development along the CASE Competencies and Career Journey Framework
- Feature a presentation/workshop/round table and include time for audience Q&A
- Include at least one opportunity for the audience to engage in the content (poll, brief activity, etc.)
- Content must focus on thought leadership, not a sales pitch/product demo
- Slide decks are required to be submitted to CASE at least two weeks prior to the event for review

Recordings will be made available for one year following the live event. Expected reach between 300-600 people per live session, with additional people accessing the recording during the year it is hosted online.

## Benefits include:

- Sponsorship is exclusive, and sponsor determines speakers and content
- Sponsor logo visibility on promotional e-mails
- Logo visibility during webinar, CASE staff acknowledgement of sponsor
- Opt-in/opt-out registration list for live event and registration list for on-demand downloads 90 days after the event



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CASE Educational Partner	Non-CASE Educational Partner
\$5,000 USD per sponsored webinar, or 3 sponsored webinars for \$4,500 USD each	\$7,000 USD per sponsored webinar



# Currents Magazine

**Currents** explores global contemporary issues, trends, and best practices in advancement. This globally recognized award-winning magazine takes an interdisciplinary approach to education advancement, featuring articles and essays on topics such as effective gift fundraising, the importance of storytelling, building connections with alumni of international schools, marketing to digitally savvy students, and how to create a productive workplace culture.



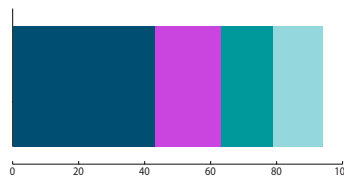
## CURRENTS PROFILE

Total Circulation: **12,500**

Total Readership: **31,250**

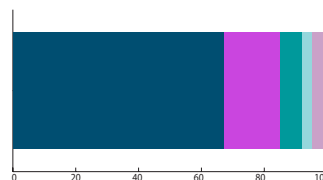
### LEADERSHIP

- **20%** VP or higher
- **43%** Directors
- **16%** Managers
- **15%** Other



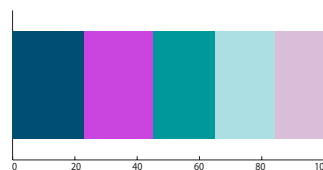
### INSTITUTIONS

- **67%** Four-year colleges/universities
- **18%** Independent schools
- **7%** Two-year colleges
- **3%** Specialized/Professional
- **4%** Other



### MEMBERS' INSTITUTION ENROLLMENT

- **23%** 25,000 or more
- **20%** 15,000–24,999
- **19%** 5,000–14,999
- **22%** 1,000–4,999
- **16%** Under 1,000



Source: CASE Readership Study, Fall 2018

## READER PROFILE

**58% of Currents readers** determine the need for, specify, select, authorize, and/or approve purchases

**\$109.3M**

Average annual budget of CASE member institutions

**93%** took some action as a result of reading *Currents*

**90%** say *Currents* is relevant to their professional needs

**73%** are regular *Currents* readers (at least three of four issues)

**58%** say *Currents* is the leading publication of the advancement profession

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# Currents Print Ad Rates

## Print Advertising Rates

Non-Partner Rates	1x Rate	3x Rate
Case Study (2-Pages)	\$8,840	\$8,320
Full Page	\$7,280	\$6,890
2/3 Page	\$5,510	\$5,100
1/2 Page	\$4,370	\$3,950
1/3 Page	\$3,330	\$2,910
1/6 Page	\$2,290	\$1,870
Premium Positions	1x Rate	3x Rate
Cover 2 (Inside Front Cover)	\$7,590	\$7,175
Cover 3 (Inside Back Cover)	\$7,280	\$6,865
Cover 4 (Outside Back Cover)	\$8,215	\$7,800

Educational Partner Rates	1x Rate	3x Rate
Case Study (2-Pages)	\$7,660	\$7,035
Full Page	\$6,730	\$6,310
2/3 Page	\$5,335	\$5,101
1/2 Page	\$4,060	\$3,860
1/3 Page	\$2,930	\$2,800
1/6 Page	\$2,105	\$1,990
Premium Positions	1x Rate	3x Rate
Cover 2 (Inside Front Cover)	\$7,110	\$6,800
Cover 3 (Inside Back Cover)	\$6,855	\$6,560
Cover 4 (Outside Back Cover)	\$7,770	\$7,450



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# Digital Currents

Increase the potential impact for your advertising message through digital *Currents*, the online version of our globally award-winning flagship publication, on case.org.

This new opportunity incorporates a series of banner ads within the digital version and includes your ad in the promotional email that highlights *Currents* stories to CASE members.

In addition to advertising in print versions of *Currents* magazine, you will amplify ad coverage to CASE members globally.

## Advertising includes:

- 970 x 90 ad banners above and below articles
- 250 x 250 ad in CASE emailing of *Currents* issue editorial highlights to members
- 250 x 250 Run-of-Site (ROS) ad banner on case.org
- 240 x 400 ad viewed by members accessing online *Currents* through mobile devices

CASE  
Currents is the flagship, bimonthly magazine from CASE—an exclusive benefit for more than 97,000 advancement professionals at CASE-member institutions.

**CURRENTS**  
Celebrating Excellence

**January–February 2024**  
Celebrating the 2023 Circle of Excellence winners! How photographers got the shot, recalculating the ROI on engagement, Ball State's day of giving, and stories that highlight women.

[Read More](#)

**We Got This**  
By Hannah Kutzer  
Go behind-the-scenes with five 2023 Circle of Excellence Award-winning photographers who captured shots of athletes, activists, and campus communities with curiosity, dedication, and ambition.

[Read More](#)

**Stories Of, For, and By Women**  
By Ellen N. Woods  
Across Circle of Excellence Awards categories, women-focused themes emerged. Here are five winning entries that highlight, uplift, and celebrate women through compelling storytelling.

[Read More](#)

**Circle of Excellence Awards**  
Opens January 10  
Closes March 13  
[ENTER NOW](#)

**CASE Middle East Advancement Conference**  
28-29 February 2024  
Abu Dhabi, United Arab Emirates  
[REGISTER NOW](#)

Digital Currents	1x Rate	3x Rate	6x Rate
(Online + Email)	\$6,760	\$6,240 each	\$5,720 each

A New Way to Work Together

Learn more about our Virtual Resources

GG+A  
Global Giving  
Advancement

## Features

MAY 1, 2020

**Cultivate Great Donor Profile Stories**  
The who, what, and how of engaging donor and gift stories

Stories about donors can recognize supporters and inspire philanthropy—but if not handled wisely, they can miss the mark. Explore five strategies to reinvigorate these stories.

Advancement Services • Stewardship • Communications & Marketing

Currents

970 x 90 banner

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Please email [mfleming@case.org](mailto:mfleming@case.org) for the advertising schedule.

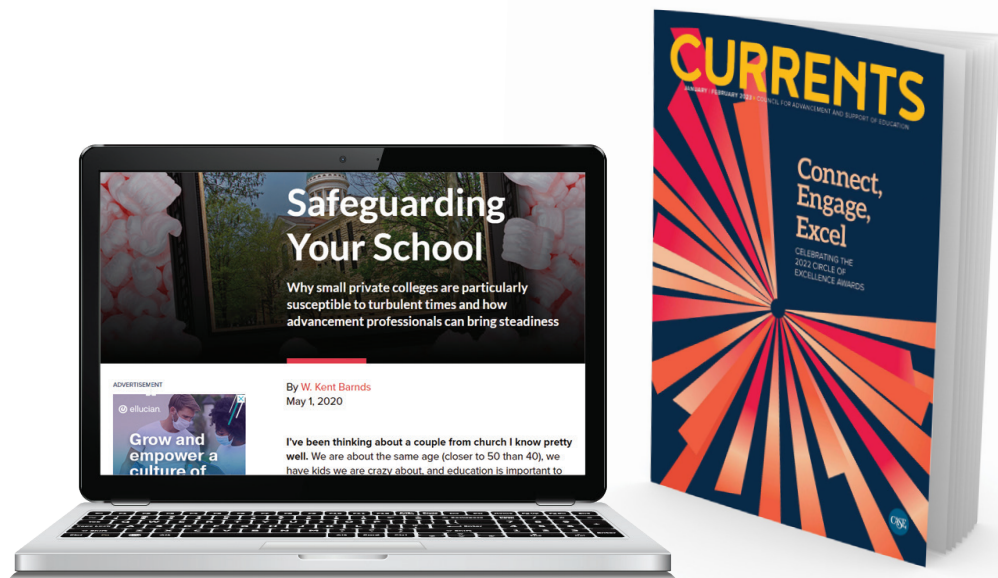


# Currents 2024 Editorial Calendar and Closing Dates

Issue	Themes	Ad Formats	Ad Reservations Due	Ad Artwork Due
Jan/Feb 2024	Enrollment Marketing Innovation Integrated Advancement	Print ad Case study Digital ad	Oct. 28 Oct. 12	Nov. 7 Oct. 12 Oct. 16
Mar/Apr 2024 (Online)	Data Climate/Sustainability Diversity and Inclusion	Print ad Case study Digital ad	Jan. 25 Jan. 9	Feb. 1 Jan. 9 Feb. 1
May/Jun 2024	Marketing & Communications Stakeholder Relations Special Events	Print ad Case study Digital ad	Feb. 16 Feb. 1	Feb. 28 Feb. 1 April 17
Jul/Aug 2024	Leadership Strategy Stewardship	Print ad Case study Digital ad	April 22 April 5	May 1 April 5 June 12
Sep/Oct 2024	Access to Education Career Development Fundraising	Print ad Case study Digital ad	June 21 June 7	July 5 June 7 Aug. 14
Nov/Dec 2024 (Online)	Business Demographic Trends Volunteer Relations	Print ad Case study Digital ad	Sept. 27 Sept. 11	Oct.11 Sept. 11 Oct. 4
Jan/Feb 2025		Print ad Case study Digital ad	Oct. 25 Oct. 11	Nov. 7 Oct. 11 Dec. 18

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# Currents Magazine Print Ad Materials Requirements

## Web offset

**Binding:** Saddle-Stitched

**Safety:** Keep text 0.25" from final trim

## Artwork Requirements

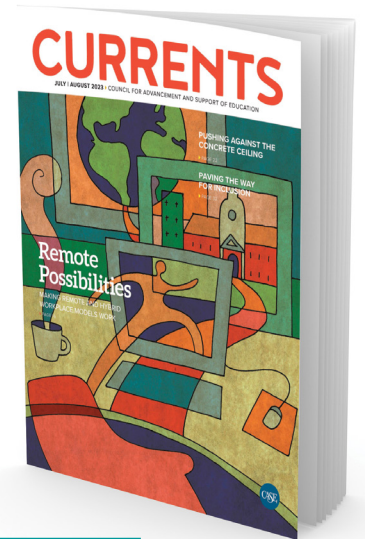
**File Format:** High-resolution PDF only (PDFX-1a recommended)

When exporting to PDFX-1a, in the Marks and Bleeds section, make sure Crop Marks and Color Bars are not checked, and check "Use Document Bleed Settings" and set it to .125 inches on each side).

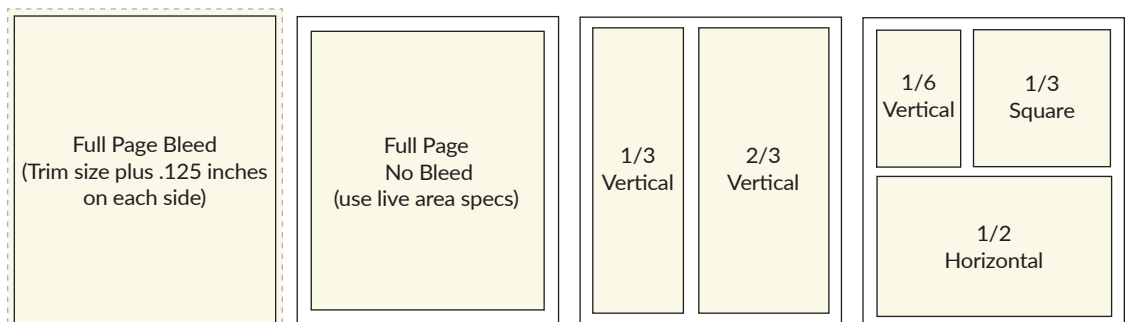
**Color:** CMYK (Note: convert Pantone, RGB, and spot colors to CMYK)

**Photos and Art:** 300 dpi, CMYK

**Fonts:** Must be embedded or outlined



Ad Size	Width   Height (inches)	Width   Height (millimeters)
Full Page		
With Bleed	8.50 x 11.125 in	215.9 x 282.575 mm
Trim	8.25 x 10.875 in	209.55 x 276.225 mm
Live Area	7.25 x 9.875 in	184.15 x 250.825 mm
2/3 Page Vertical	4.78 x 9.875 in	121.412 x 250.825 mm
1/2 Page Horizontal	7.25 x 4.875 in	184.15 x 123.825 mm
1/3 Page Vertical	2.3 x 9.875 in	58.42 x 123.825 mm
1/3 Page Square	4.78 x 4.875 in	121.142 x 123.825 mm
1/6 Page Vertical	2.3 x 4.875 in	58.42 x 123.444 mm



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 mfleming@case.org

## Ad Submission Instructions

**1. Name your PDF file** in the following format:  
 CompanyName\_IssueMonth\_Year.pdf

**2. Email artwork to:**  
 Michael Fleming at [mfleming@case.org](mailto:mfleming@case.org)

# Currents Case Studies

Impactful and cost-effective, *Currents* Case Studies provide advertising partners with two full pages—one display ad page + one page of text—to better showcase products and services to a global audience.

**Space is limited. Reserve yours now!**



## CASE Study Specifications

### AD PAGE

- Refer to page 9 for artwork requirements and ad specs

### TEXT PAGE

- Content subject to CASE approval
- Ad Partner provides headline, body text, and one image
- CASE designs text page and sends to Ad Partner for review
- Ad Partner will review prior to publishing
- Minor changes are allowed
- Editorial content headline: 5 words max
- Body: 575 words max
- Photo/Image: JPG or TIFF file @ 300dpi, CMYK
- Credits: Provide proper credit for images

### CONTACT

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 mfleming@case.org

Case Study (2 pages)	1x Rate	3x Rate
Non-Partner Rates	\$8,840	\$8,320 each
Educational Partner Rates	\$7,660	\$7,035 each

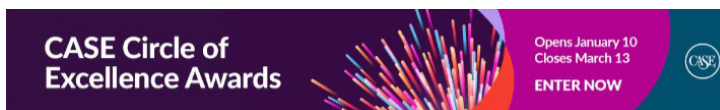
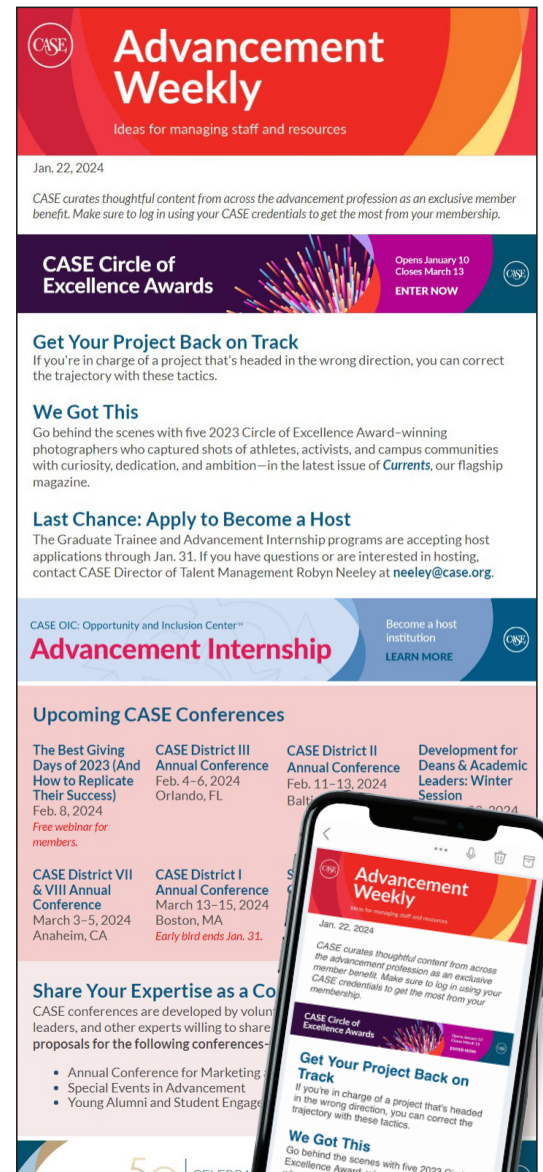
# Advancement Weekly

Advancement Weekly offers a weekly e-update delivered every Monday, highlighting the latest CASE news and information, timely tips on management, budget, resources, and upcoming CASE conferences and training. This e-newsletter is distributed to advancement professionals who work at CASE-member institutions worldwide.

**Circulation:** 68,000

**Average Unique Open Rate:** 20%

**Ad Specs:** JPG or GIF only, RGB colors, 72 dpi, 90kb max. No animation.



650 x 90 banner

**CONTACT**

**Michael Fleming**  
 Manager, Advertising Sales  
 + 1 (202) 478-5568  
 mfleming@case.org

Ad Size	1x Rate	3x Rate	6x Rate
650 x 90	\$3,120	\$2,910 each	\$2,705 each

Please email [mfleming@case.org](mailto:mfleming@case.org) for the advertising schedule.



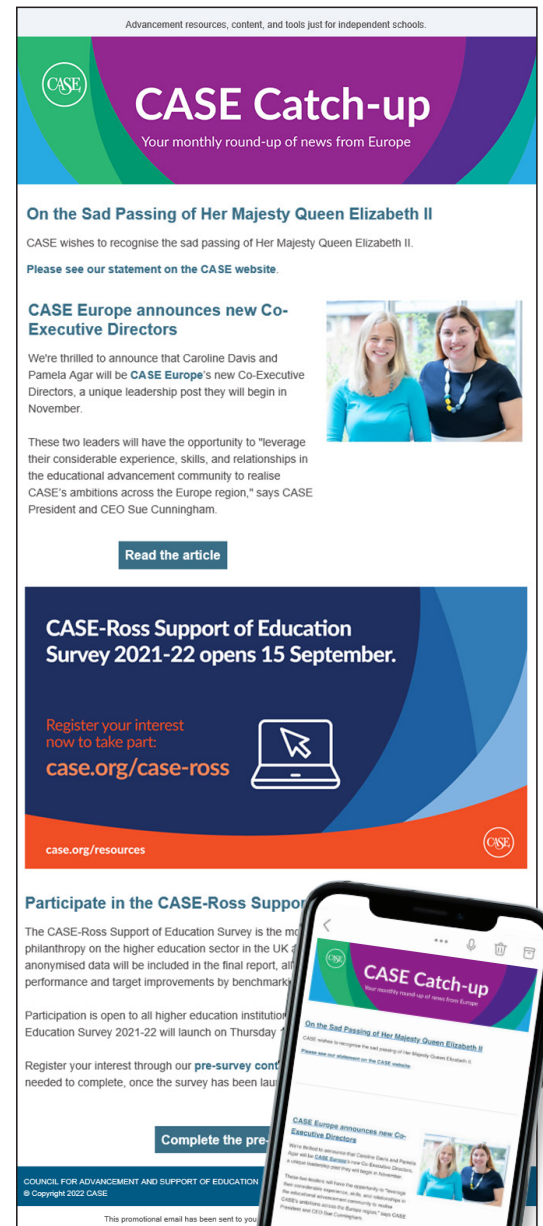
# CASE Catch-up

The *CASE Catch-up* is a monthly newsletter sent to members and non-members in CASE Europe. The newsletter highlights relevant CASE resources and events, and spotlights CASE members and their institutions.

**Average Unique Open Rate:** 18%

**Ad Specs:** Banner ads are 650x90 px

- *CASE Catch-up* is sent to approximately 6,000 members and 420 non-members
- Average click rate: 9%
- Sent on the first week of the month
- Exclusive per edition



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 mfleming@case.org

Ad Size	1 Edition	2 Editions	3 Editions
650 x 90	£800+VAT	£745+VAT (each)	£645+VAT (each)



# Boletín

The CASE *Boletín* is a monthly newsletter sent to members and nonmembers in CASE Latin America. The newsletter highlights relevant CASE resources and events, and spotlights CASE members and their institutions.

**Average Unique Open Rate: 75.8%**

**Ad Specs: Banner ads are 650x90 px**

- *Boletín* is sent to approximately 3,000 members and 840 non-members
- Average click rate: 8%
- Sent on the first week of the month
- Exclusive per edition



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Ad	Size	Rate
Small Banner	200 x 200	\$200
Banner	468 x 60	\$200
Large Rectangle	336 x 280	\$250
Large Classification Table	970 x 90	\$350





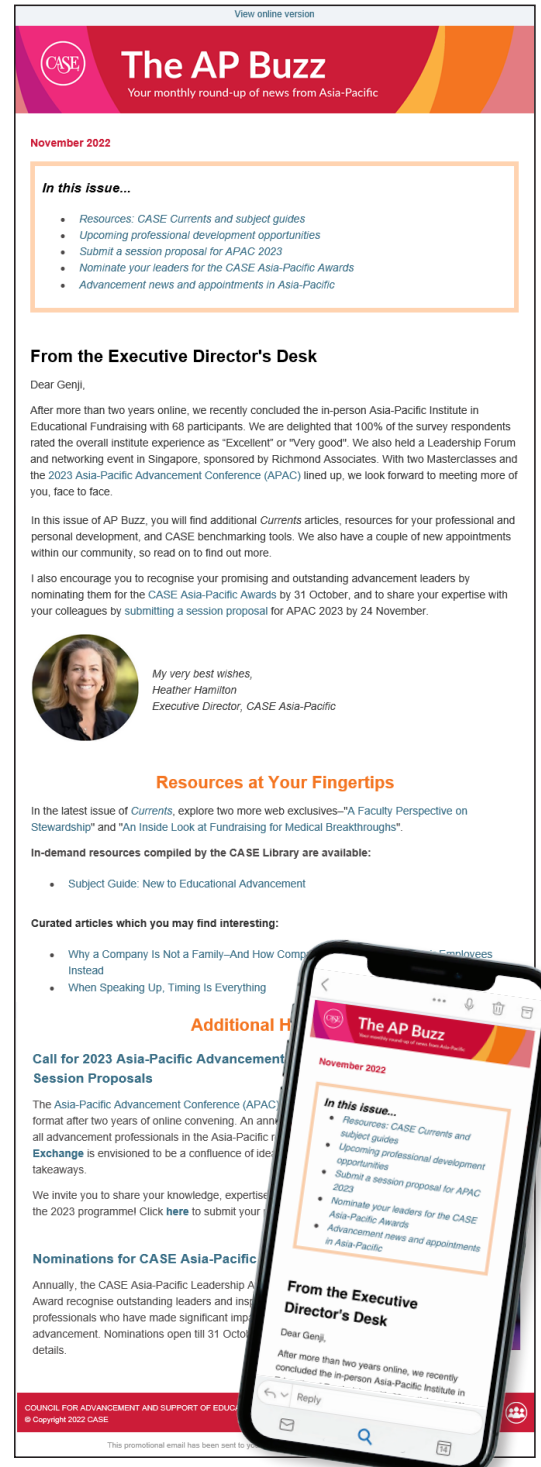
# The AP Buzz

The AP Buzz is a monthly newsletter sent to members and nonmembers in CASE Asia-Pacific. The newsletter highlights relevant CASE resources and events, and spotlights CASE members and their institutions.

**Average Unique Open Rate:** 20%

**Ad Specs:** Banner ads are 650x90 px (to be received ten days before the launch date)

- Sent monthly to >4800 individuals
- Exclusive per edition



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Ad Size	1 Edition	2 Editions	3 Editions
650 x 90	\$900	\$850 each	\$750 each



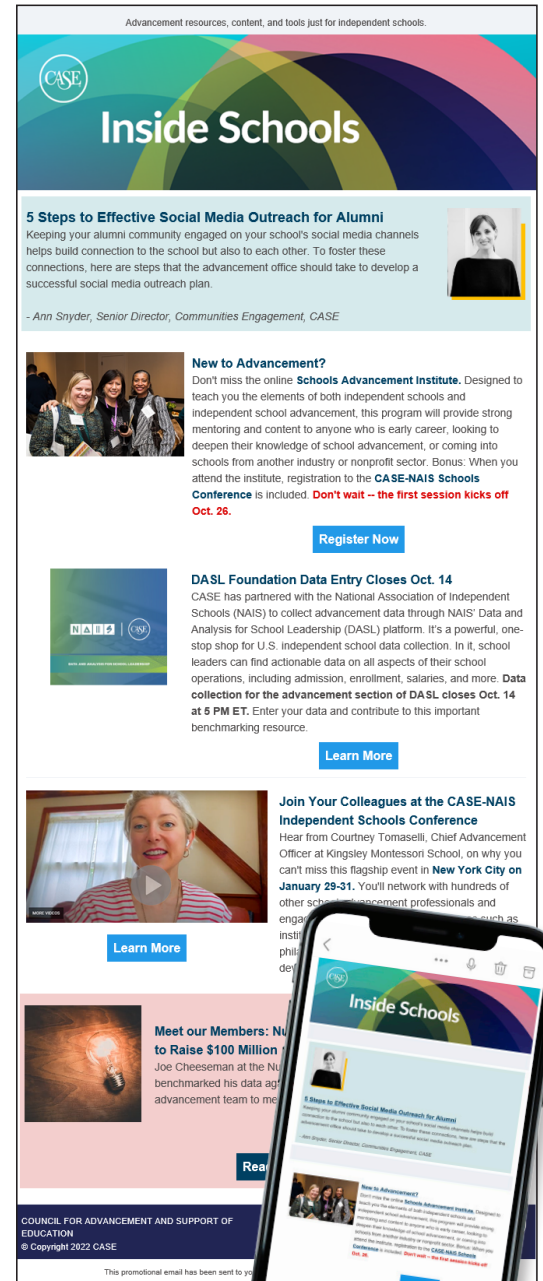
# Inside Schools

*Inside Schools* is CASE's monthly newsletter to the independent and international school community. Comprised of written thought-leadership, reminders and advertisements for key school virtual and in-person events, and links to CASE resources for the schools community, the newsletter is the go-to resource for advancement content for this constituency. Comprising 1/3 of CASE's members globally, schools are an invaluable subset of our constituency and look to CASE for the up-to-date trends and forecasts in the worlds of fundraising, alumni relations, and communications & marketing.

**Average Unique Open Rate: 40%**

**Ad Specs:** Banner ads are 650x90 px

- *Inside Schools* is sent to approximately 750 member schools and 300 non-member schools
- Average click rate: 9%
- Sent on the first week of the month
- Exclusive per edition



## CONTACT

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Ad Size	1x Rate	3x Rate	6x Rate
650 x 90	\$830	\$775 each	\$670 each



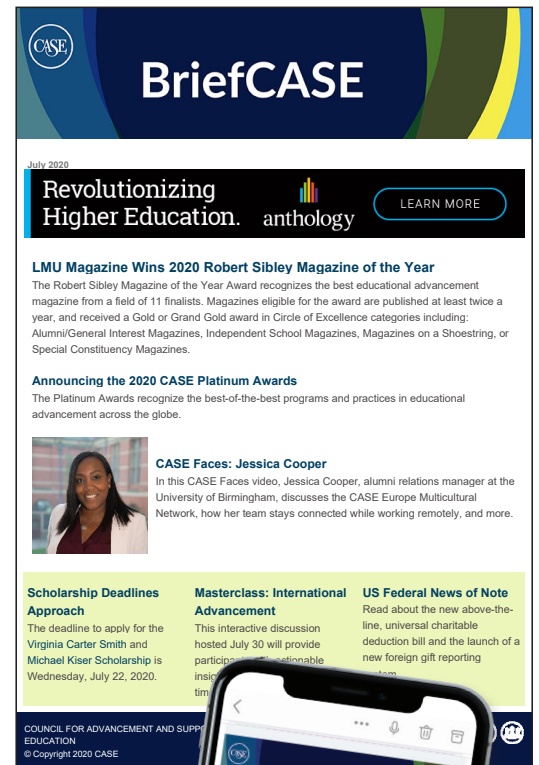
# BriefCASE

This monthly e-newsletter is distributed to more than 68,000 advancement practitioners working at CASE-member institutions globally. *BriefCASE* consists of member-shared best practices and success stories, highlights from *Currents* magazine, insightful research and advocacy explanations, and intriguing member profiles.

**Ad Specs:** JPG or GIF only, RGB colors, 72 dpi, 90kb max. No animation.

**Average Unique Open Rate:** 22%

Date of Issue	Ad Reservation Date	Ad Artwork Due Date
January	1/6/2024	1/13/2024
February	2/3/2024	2/10/2024
March	3/3/2024	3/10/2024
April	4/7/2024	4/14/2024
May	5/5/2024	5/12/2024
June	6/2/2024	6/9/2024
July	7/7/2024	7/14/2024
August	8/4/2024	8/11/2024
September	9/1/2024	9/8/2024
October	10/6/2024	10/13/2024
November	11/3/2024	11/10/2024
December	12/1/2024	12/8/2024



650 x 90 banner

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Ad Size	1x Rate	3x Rate	6x Rate
650 x 90	\$3,120	\$2,910 each	\$2,705 each



# Community College Advancement News

A content-rich bimonthly e-newsletter for advancement professionals who work in a community college setting, *Community College Advancement News* explores trends at two-year institutions via member-centered stories and insights into this growing sector. Each bimonthly issue is sent to opt-in subscribers in the U.S. and Canada.

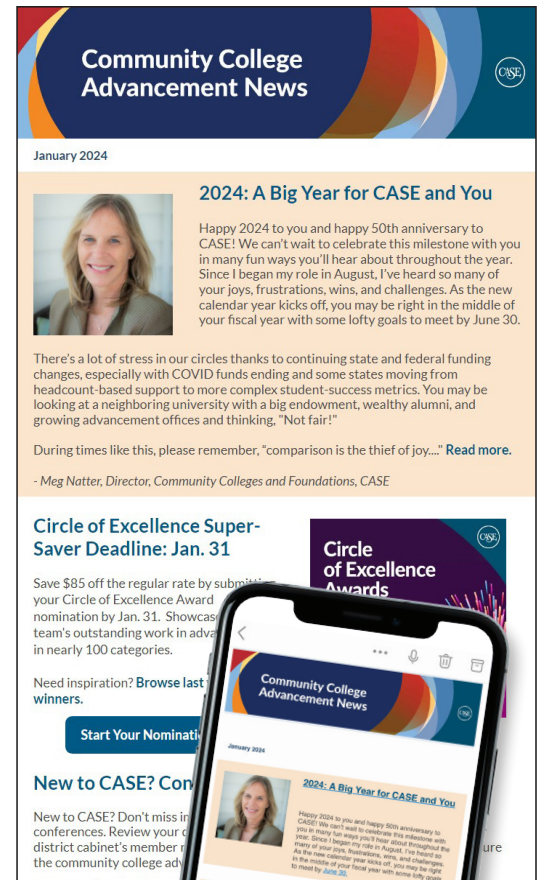
**Circulation:** 5,700

**Issue Months:** January, March, May, July, September, November

**Average Unique Open Rate:** 22%

**Ad Specs:** JPG or GIF only, RGB colors, 72 dpi, 40kb max. No animation.

Date of Issue	Ad Reservation Date	Ad Artwork Due Date
Jan-Feb	1/13/2024	1/20/2024
Mar-Apr	3/10/2024	3/17/2024
May-Jun	5/12/2024	5/19/2024
Jul-Aug	7/14/2024	7/21/2024
Sep-Oct	9/8/2024	9/15/2024
Nov-Dec	11/10/2024	11/17/2024



**Boost your fundraising knowledge and confidence**  [Learn More](#)

650 x 90 banner

**CONTACT**

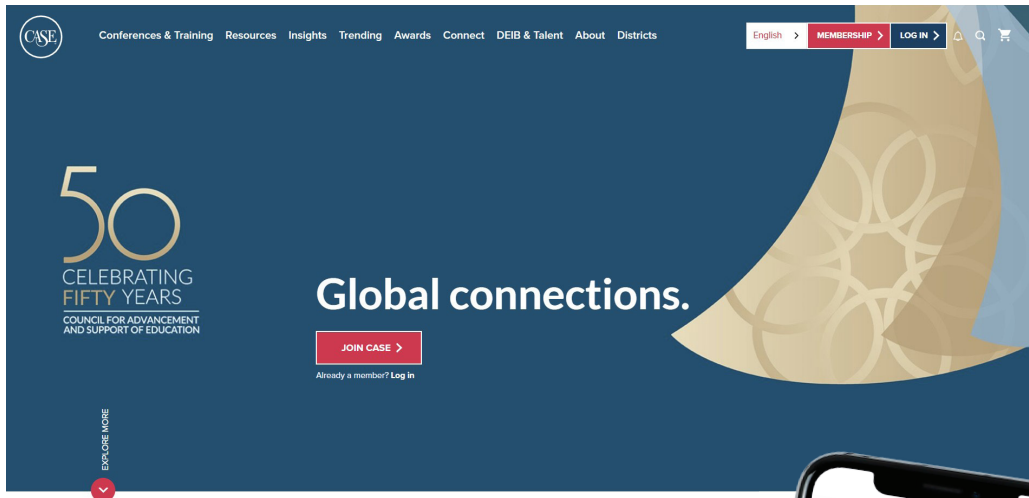
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 mfleming@case.org

Ad Size	1x Rate	3x Rate	6x Rate
650 x 90	\$830	\$775 each	\$670 each



# CASE.org

The global online home of CASE, where members regularly seek information, ideas, best practices, collaborative opportunities, and information on conferences and training. The website averages 420,000 pageviews per month, 132,000 monthly sessions, and nearly 70,000 unique users per month.



Start Date	Ad Reservation Date	Ad Artwork Due Date
January	12/8/2023	12/15/2023
February	1/18/2024	1/25/2024
March	2/15/2024	2/22/2024
April	3/15/2024	3/22/2024
May	4/19/2024	4/26/2024
June	5/17/2024	5/24/2024
July	6/14/2024	6/21/2024
August	7/19/2024	7/26/2024
September	8/16/2024	8/23/2024
October	9/13/2024	9/20/2024
November	10/12/2024	10/19/2024
December	11/15/2024	11/22/2024

**Ad Specs:** JPG or GIF files, 250 x 250 pixels, RGB colors, 72 dpi, 40kb max. Animated GIFs accepted.

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Ad Size	Monthly Rate	3x Rate	6x Rate
250 x 250	\$2,080	\$1,870 each	\$1,665 each





# Campus Buyers Guide

Cost-efficient, effective, and a must for all advertisers, this supplier directory is featured in every print issue of *CURRENTS* and online at case.org. A reliable resource for decision-makers at CASE-member institutions who participate in purchasing products and services for their schools.

ONLY  
\$2,130 / Year!

**CAMPUS BUYERS GUIDE**

**Advertisers:** To place a listing, call Robert Jenkins, Manager, Advertising Sales, +1-202-478-5568. A page number next to the company name refers to an ad in this issue. Please members with one codes: 2009, 2008, 2007, or 2006, or members from outside the United States.

<p><b>ALUMNI RELATIONSHIP SOFTWARE</b></p> <p><b>BLACKBOARD</b> 200 S. Michigan Ave., Suite 1000 Chicago, IL 60604 800-463-8498 Fax: 847-235-2884 Email: <a href="mailto:info@blackboard.com">info@blackboard.com</a> blackboard.com</p>	<p><b>CAMPBELL &amp; COMPANY</b> One E. Wacker Drive, Suite 2700 Chicago, IL 60601 877-627-6800 Email: <a href="mailto:fc@campbellandcompany.com">fc@campbellandcompany.com</a> Additional offices in Los Angeles, Portland, Ore., San Francisco Bay Area, Seattle, and Washington, D.C.</p>	<p><b>FUNDRAISING PUBLICATIONS</b></p> <p><b>LIPSON HIGGINS</b> 200 S. Michigan Ave., Suite 1000 Chicago, IL 60604 703-262-9918 Fax: 703-262-4885 Email: <a href="mailto:info@lipsonhiggins.com">info@lipsonhiggins.com</a></p>	<p><b>PLANNED GIVING WEBSITES</b></p> <p><b>CRESCENDO INTERACTIVE INC.</b> 110 Camino Ruiz Camarillo, CA 93012 800-858-9154 Fax: 805-388-2483 Email: <a href="mailto:crescendo@cremail.com">crescendo@cremail.com</a> <a href="http://www.crescendointeractive.com">www.crescendointeractive.com</a> <a href="http://iftg.org">iftg.org</a></p>
<p><b>BRANDING</b></p> <p><b>LIPSON HIGGINS</b> 200 S. Michigan Ave., Suite 1000 Chicago, IL 60604 703-262-9918 Fax: 703-262-4885 Email: <a href="mailto:info@lipsonhiggins.com">info@lipsonhiggins.com</a></p>	<p><b>COMMUNICATIONS CONSULTANTS</b></p> <p><b>LIPSON HIGGINS</b> 200 S. Michigan Ave., Suite 1000 Chicago, IL 60604 703-262-9918 Fax: 703-262-4885 Email: <a href="mailto:info@lipsonhiggins.com">info@lipsonhiggins.com</a></p>	<p><b>FUNDRAISING SOFTWARE</b></p> <p><b>BLACKBOARD</b> 200 S. Michigan Ave., Suite 1000 Chicago, IL 60604 800-463-8498 Fax: 847-235-2884 Email: <a href="mailto:info@blackboard.com">info@blackboard.com</a></p>	<p><b>PROSPECT RESEARCH</b></p> <p><b>BLACKBOARD</b> 200 S. Michigan Ave., Suite 1000 Chicago, IL 60604 800-463-8498 Fax: 847-235-2884 Email: <a href="mailto:info@blackboard.com">info@blackboard.com</a></p>
<p><b>DESIGN, PRINT AND WEB</b></p> <p><b>LIPSON HIGGINS</b> 200 S. Michigan Ave., Suite 1000 Chicago, IL 60604 703-262-9918 Fax: 703-262-4885 Email: <a href="mailto:info@lipsonhiggins.com">info@lipsonhiggins.com</a></p>	<p><b>ENROLLMENT MANAGEMENT</b></p> <p><b>LIPSON HIGGINS</b> 200 S. Michigan Ave., Suite 1000 Chicago, IL 60604 703-262-9918 Fax: 703-262-4885 Email: <a href="mailto:info@lipsonhiggins.com">info@lipsonhiggins.com</a></p>	<p><b>MARKETING</b></p> <p><b>LIPSON HIGGINS</b> 200 S. Michigan Ave., Suite 1000 Chicago, IL 60604 703-262-9918 Fax: 703-262-4885 Email: <a href="mailto:info@lipsonhiggins.com">info@lipsonhiggins.com</a></p>	<p><b>SEARCH SERVICES</b></p> <p><b>CAMPBELL &amp; COMPANY</b> One E. Wacker Drive, Suite 2700 Chicago, IL 60601 877-627-6800 Email: <a href="mailto:fc@campbellandcompany.com">fc@campbellandcompany.com</a> Additional offices in Los Angeles, Portland, Ore., San Francisco Bay Area, Seattle, and Washington, D.C.</p>
<p><b>FUNDRAISING CONSULTANTS</b></p> <p><b>ALUMPHAM HARRIS</b> 3200 Westchester Ave., Suite 400 Chicago, IL 60645 484-252-7676 <a href="http://www.alumpham.com">www.alumpham.com</a></p>	<p><b>MARKET RESEARCH</b></p> <p><b>LIPSON HIGGINS</b> 200 S. Michigan Ave., Suite 1000 Chicago, IL 60604 703-262-9918 Fax: 703-262-4885 Email: <a href="mailto:info@lipsonhiggins.com">info@lipsonhiggins.com</a></p>	<p><b>TRAINING SERVICES</b></p> <p><b>WELLSBROS &amp; BECKLUND L.L.C.</b> 240 E. Ryan Street, #202 Bryn Mawr, PA 19009 610-799-2890 Fax: 610-799-6879 Email: <a href="mailto:info@wellsbros.org">info@wellsbros.org</a> <a href="http://www.wellsbros.org">www.wellsbros.org</a></p>	<p><b>MARKETING</b></p> <p><b>LIPSON HIGGINS</b> 200 S. Michigan Ave., Suite 1000 Chicago, IL 60604 703-262-9918 Fax: 703-262-4885 Email: <a href="mailto:info@lipsonhiggins.com">info@lipsonhiggins.com</a></p>

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**CRESCENDO INTERACTIVE, INC.**  
110 Camino Ruiz  
Camarillo, CA 93012  
800-858-9154 Fax: 805-388-2483  
E-mail: [crescendo@cremail.com](mailto:crescendo@cremail.com)  
[crescendointeractive.com](http://crescendointeractive.com)  
[giftlegacy.com](http://giftlegacy.com)

[Sample Listing]

Don't miss out on this low cost, full-year opportunity!  
Reserve your listing today!

**CONTACT**  
Michael Fleming  
Manager, Advertising Sales  
+ 1 (202) 478-5568  
[m Fleming@case.org](mailto:m Fleming@case.org)

Campus Buyers Guide	Primary Listing	Additional Listings
Annual Rate	\$2,130	\$310 each





# CASE Advertising Policy

## Advertising Terms And Agreements

### PRINT ADVERTISING

1. CASE reserves the right to review and reject any advertising.
2. Advertisers and advertising agencies are jointly responsible for payment of all insertions unless otherwise agreed to in writing. If payment cannot be collected from the agency for any reason, the advertiser will be held responsible.
3. CASE does not guarantee a specific circulation or readership for an advertisement.
4. A contract year for *Currents* magazine is six consecutive issues.
5. Advertisers with two or more divisions may group insertions for frequency discounts.
6. Cancellations will not be accepted after the closing date for ad reservations and the scheduled insertion will be billed regardless of whether the ad actually is printed in the issue.
7. New ad materials are due by the prescribed deadline prior to the issue date or the publisher has permission to pick up the ad used in the previous issue.
8. Requested positions are not guaranteed unless a special position premium has been paid or the position was agreed to in writing.
9. The advertiser and agency assume liability for all content, including text and illustrations of advertising published, and also assume responsibility for any claims made against *Currents* and/or CASE, including the cost associated with defending such a claim.
10. Any advertising copy that might be mistaken for an article, commentary, or other non-advertising material must be clearly marked "advertisement" and may be marked as such by CASE.
11. CASE shall be under no liability for failure, for any reason, to insert an ad.
12. Any revision or special handling required for advertising materials will be billed to the advertiser and CASE shall be under no liability for accuracy of changes requested.
13. CASE does not assume liability for the return of advertising materials.
14. Rates are based on acceptable electronic materials. See mechanical specifications.
15. Agency commission of 15% of gross billing is allowed to recognized agencies on space, color, and position charges. Production and mechanical charges, including insert fees, are noncommissionable.
16. Advertisers or their designated agencies will be invoiced upon publication and sent a checking copy.
17. Payment is due within 30 business days of the invoice date. No early or pre-payment discounts may be applied.
18. Advertisers who do not keep accounts up to date may be prohibited from advertising or required to pre-pay.

### DIGITAL ADVERTISING

1. CASE reserves the right to review and reject any advertising.
2. CASE does not guarantee a specific number of impressions or click throughs.
3. Insertion orders must be submitted at least 10 days before issue month and cancellations are not permitted after this date.
4. Ad materials and linking information must be received 5 days before issue month or previous ad and link may be used.
5. Advertisers and advertising agencies are jointly responsible for payment of all insertions unless otherwise agreed to in writing. If payment cannot be collected from the agency for any reason, the advertiser will be held responsible.
6. The advertiser and agency assume liability for all content, including text and illustrations of advertising published, and also assume responsibility for any claims made against CASE and its representatives, including the cost associated with defending such a claim.
7. Any advertising copy that might be mistaken for an article, commentary, or other non-advertising material must be clearly marked "advertisement" and may be marked as such by CASE.
8. CASE shall be under no liability for failure if an ad does not appear in the email version of any CASE e-newsletter, on CASE.org, or if there is a broken hyperlink.

#### CONTACT

**Michael Fleming**  
Manager, Advertising Sales  
+ 1 (202) 478-5568  
[mflaming@case.org](mailto:mflaming@case.org)

# Reference

Print Advertising Rates	1x Rate		3x Rate	
Case Study (2-Pages)	\$8,840	\$7,660	\$8,320	\$7,035
Full Page	\$7,280	\$6,730	\$6,890	\$6,310
2/3 Page	\$5,510	\$5,335	\$5,100	\$5,101
1/2 Page	\$4,370	\$4,060	\$3,950	\$3,860
1/3 Page	\$3,330	\$2,930	\$2,910	\$2,800
1/6 Page	\$2,290	\$2,105	\$1,870	\$1,990
Premium Positions	1x Rate		3x Rate	
Cover 2 (Inside Front Cover)	\$7,590	\$7,110	\$7,175	\$6,800
Cover 3 (Inside Back Cover)	\$7,280	\$6,855	\$6,865	\$6,560
Cover 4 (Outside Back Cover)	\$8,215	\$7,770	\$7,800	\$7,450

■ Educational Partner Rates

Digital Advertising Rates	1x Rate	3x Rate	6x Rate
Articles	\$3,120	\$2,860	\$2,600
Digital Currents (Online + Email)	\$6,760	\$6,240	\$5,720
Ad (250 x 250)	\$2,080	\$1,870	\$1,665
Ad (650 x 90)	\$3,120	\$2,910	\$2,705
Europe Newsletter	1 Edition	2 Editions	3 Editions
Ad (650 x 90)	£800+VAT	£745+VAT	£645+VAT
Asia-Pacific Newsletter	1 Edition	2 Editions	3 Editions
Ad (650 x 90)	\$900	\$850	\$750
Inside Schools Newsletter	1x Rate	3x Rate	6x Rate
Ad (650 x 90)	\$830	\$775	\$670
Latin America Newsletter	Rate		
Small Banner (200 x 200)	\$200		
Banner (468 x 60)	\$200		
Large Rectangle (336 x 280)	\$250		
Large Classification Table (970 x 90)	\$350		

## CONTACT

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