

2025 Media Kit

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

**Contact us today and
start making connections.**

Erica Smedley Cox
Senior Director, Corporate Relations
+ (202) 478-5534
ecox@case.org

case.org/educational-partners

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 who 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

We inspire, challenge, and equip communities of professionals to act effectively and with integrity to champion the success of their institutions.

Offering more than 140 conferences and workshops globally, along with webinars and digital curricula, CASE provides learning and

networking opportunities for advancement professionals at every career level.

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

CONTACT

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org



Connect with CASE Members Globally Through Custom Plans

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

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

CASE media

SPONSORED CONTENT includes articles and webinars posted on case.org.

CURRENTS MAGAZINE explores issues, trends, and best practices in advancement. This award-winning magazine features articles on topics of interest to CASE members. Available in print and digital.

CASE NEWSLETTERS include *Advancement Weekly*, regional publications, and audience-specific to reach members on a weekly, monthly, or bimonthly basis.

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

For information about a plan perfect for your needs, please contact Erica Smedley Cox, Senior Director, Corporate Relations, + (202) 478-5534, ecox@case.org.



CONTACT

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org



Sponsored Articles

Sponsored articles of up to 600 words are available on case.org. Sponsorship includes logo placement with URL.

The screenshot shows the CASE website's 'Resources & Articles' page. At the top, there is a navigation bar with links for Learning, Resources, Insights, Awards, Connect, DEIB & Talent, About, Membership, and Menu. Below the navigation is a large banner with the text 'Resources & Articles'. Underneath the banner is a sub-navigation bar with links for Library, Currents Magazine, Bookstore, Educational Partners Directory, Newsroom, and All Resources. The main content area features a section titled 'Brought to you by Blackbaud' with an exclamation mark icon. Below this is a section titled 'About the Sponsor' which includes the Blackbaud logo and two paragraphs of text describing their role as a platinum level CASE Educational Partner. A 'Learn More' link is provided at the end of the section. A blue callout box with an orange background points to the 'Brought to you by Blackbaud' text, containing the text: 'This sponsor has either financially supported the creation of this resource or has directly created and shared it with CASE members.'

CONTACT

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org

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



Sponsored Webinars

Deliver content, thought leadership, expertise, and best practices directly to CASE members. Sponsored webinars will be free for professionals at CASE-member institutions, enhancing the opportunity for your content to reach a large global audience.

Webinar Criteria and Guidelines

Sponsored webinars will be hosted live and be up to 60-minutes long. All webinars will meet the following criteria:

- Define the target audience and identify between two and five measurable learning objectives that support the needs of that target audience.
- Support professional development.
- Feature a presentation/workshop/roundtable and include time for audience Q&A.
- Include at least one opportunity for the audience to engage in the content (poll, brief activity, etc.).
- Focus on thought leadership (not sales pitches and product demos).
- Provide slide decks (to be submitted to CASE at least two weeks before the event for review).

Recordings will be available for one year following the live event.

Benefits include:

- Exclusive sponsorship and determination of speakers and content.
- Sponsor logo visibility on promotional emails.
- 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 available quarterly after the event.

CONTACT

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org

CASE Educational Partner

\$5,000 USD per sponsored webinar

Non-CASE Educational Partner

\$7,000 USD per sponsored webinar

Currents Magazine

Currents explores global issues, trends, and best practices in advancement. This 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 creating a productive workplace culture.

CURRENTS PROFILE

Total Circulation: **12,500**

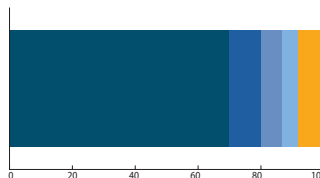
Total Readership: **31,250**

LEADERSHIP

20% are the **senior-most executive officer** or **senior-most advancement professional** at their institution

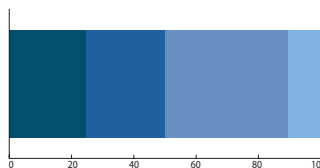
INSTITUTIONS

- 68%** Four-year institution
- 12%** Independent school
- 6%** Two-year institution
- 5%** Specialized/professional institution
- 8%** Other



MEMBERS' INSTITUTION ENROLLMENT

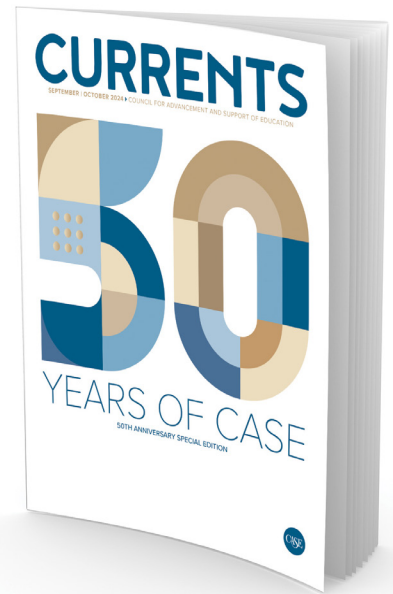
- 25%** 25,000 or more
- 25%** 10,000–24,999
- 39%** 1,000–9,999
- 11%** Under 1,000



Source: CASE Readership Study, 2020

CONTACT

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org



READER PROFILE

60% of readers determine the need for, select, and/or approve purchases

\$127M to \$163M

Average annual budget of readers' institutions

82% say *Currents* is relevant to their professional needs

71% find valuable ideas in each issue

Currents Print Ad 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



CONTACT

Erica Smedley Cox
 Senior Director,
 Corporate Relations
 + (202) 478-5534
 ecox@case.org

Digital Currents

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

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

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

CURRENTS
MARCH-APRIL 2024

March–April 2024
ONLINE ONLY ISSUE
Institutions are visualizing success with innovative dashboards. Plus, help for students experiencing homelessness, belonging as the corner piece of the workplace puzzle, and more.

Visualizing Success
By Hannah Satter
From tracking alumni engagement to presenting fundraising data to leadership, dashboards are creatively solving problems and making day-to-day work more efficient for advancement professionals. Here, five Circle of Excellence Award-winning dashboard creators provide a deep dive into the origins, execution, and successes of these projects.

Making Headlines
By Ellen N. Woods
Bond University developed a media relations strategy that resulted in record numbers of published researchers. The Australian university's efforts were recognized with a gold Circle of Excellence Award. Find out how the team did it.

CASE at 50
A Narrative History of the Council for Advancement and Support of Education
By Beth Moore
50th Anniversary
ORDER NOW

CASE Global Reporting Standards Course
Become a Standards Scholar
Powered by CASE Insights™
Register Now

A New Way to Work Together Learn more about our **Virtual Resources** GG+A

In This Issue:

MARCH 1, 2024

Making Headlines
How an Australian university developed a media relations strategy that produced record numbers of published researchers
The Bond University newsroom team developed a strategy to increase the breadth of researchers providing expert commentary in the media, while boosting the profiles of new and early-career academics, Ph.D. students, and experienced researchers.

Public Relations
Feature

970 x 90 px banner

CONTACT

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org

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



Currents 2025 Editorial Calendar and Closing Dates

Issue	Case Study Due	Ad Reservations Due	Ad Artwork Due
Jan/Feb 2025	Oct. 11	Oct. 25	Nov. 5
Mar/Apr 2025		Feb. 4	Feb. 18
May/June 2025	Feb. 7	Feb. 21	Mar. 4
Jul/Aug 2025	Apr. 4	Apr. 18	Apr. 29
Sep/Oct 2025	Jun. 6	Jun. 20	Jul. 1
Nov/Dec 2025		Oct. 7	Oct. 21



CONTACT

Erica Smedley Cox
 Senior Director,
 Corporate Relations
 + (202) 478-5534
 ecox@case.org



Currents Magazine Print Ad Materials Requirements

Web offset

Binding: Saddle-Stitched

Safety: Keep text 0.25" from final trim

Artwork Requirements

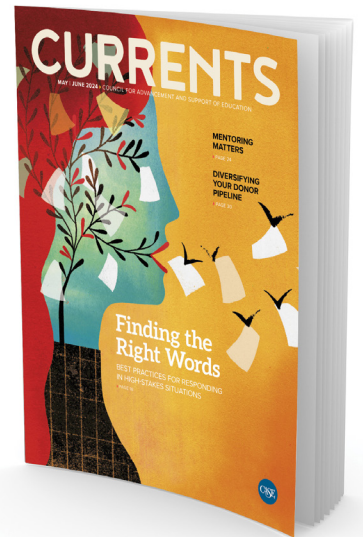
File Format: High-resolution PDF only (PDFX-1a recommended)

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.

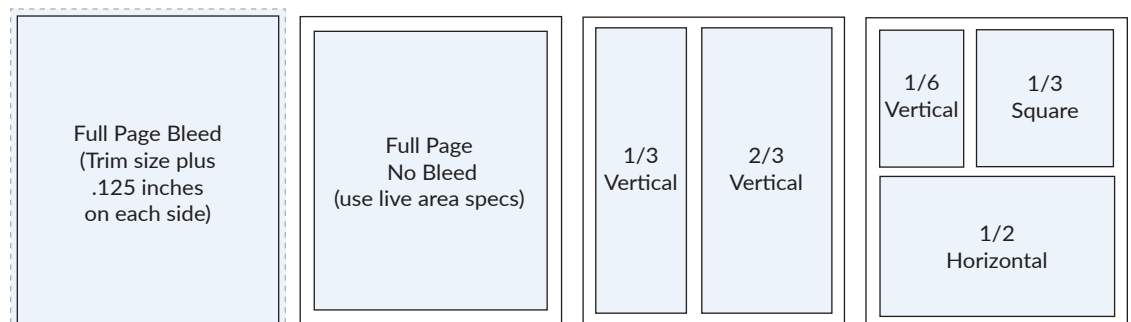
Color: CMYK (Note: convert Pantone, RGB, and spot colors to CMYK)

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



CONTACT

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org

Ad Submission Instructions

1. Name your PDF file in the following format:
CompanyName_IssueMonth_Year.pdf

2. Email artwork to:
Erica Smedley Cox at ecox@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 10 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

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org

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



Advancement Weekly

Advancement Weekly highlights CASE news, tips on management, budget, resources, and upcoming CASE conferences and training.

CIRCULATION

59,337 CASE members throughout North America, Europe, and Asia-Pacific

AVERAGE UNIQUE OPEN RATE

17%

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

Frequency: Every Monday morning



CONTACT

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org

Ad Size	1x Rate	3x Rate	6x Rate
600 x 90 px	\$3,120	\$2,910	\$2,705



BriefCASE

BriefCASE consists of member-shared best practices and success stories, highlights from *Currents* magazine, insightful research and advocacy explanations, and intriguing member profiles.

CIRCULATION

51,323 CASE members throughout North America

AVERAGE UNIQUE OPEN RATE

18%

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

Frequency: Monthly

Date of Issue	Ad Reservation Date	Ad Artwork Due Date
January	1/6/2025	1/13/2025
February	2/3/2025	2/10/2025
March	3/3/2025	3/10/2025
April	4/7/2025	4/14/2025
May	5/5/2025	5/12/2025
June	6/2/2025	6/9/2025
July	7/7/2025	7/14/2025
August	8/4/2025	8/11/2025
September	9/1/2025	9/8/2025
October	10/6/2025	10/13/2025
November	11/3/2025	11/10/2025

CONTACT

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org

Ad Size	1x Rate	3x Rate	6x Rate
600 x 90 px	\$3,120	\$2,910	\$2,705

BriefCASE

October 1
Next CFRE Application Deadline [Start Now](#)

October 2024

Introducing the CASE Insights Framework for Brand and Reputation Metrics in Education

A groundbreaking new framework will help marketing and communications teams showcase the value of their work. The CASE Insights™ Framework for Brand and Reputation Metrics in Education is an effort to create global benchmarks for institutional marketing and communications.

Learn more and **share your feedback**—which is crucial to making sure the framework reflects the most relevant, impactful metrics.

[Learn More](#)

Every Cover Tells a Story

True to its name, *Currents* magazine keeps CASE members up to date on the issues of the day. Now, as CASE celebrates its 50th anniversary, a look back at *Currents* also provides a historical record of the profession's evolution.

Conference and Career Reflections

"No matter what point your career is at, it's just as important to mentor other people, to find a mentee." That advice has stayed with Terence Joseph, an advancement professional based in Washington, D.C. Early in his fundraising career, he attended CASE's Summer Institute and connected with fellow advancement professionals to discuss career pathways, mentoring, and more. Here, he reflects on the experience.

Council for Advancement and Support of Education
1201 Eye Street NW, Suite 300
Washington, D.C. 20005
©2024 CASE



CASE Catch-up

The CASE *Catch-up* highlights relevant CASE resources and events and spotlights CASE members and their institutions in Europe.

CIRCULATION

4,475 CASE members and non-members through Europe

AVERAGE UNIQUE OPEN RATE

13%

Ad Specs: Banner ads are 600 x 90 px

Frequency: First week of every month

Exclusive per edition

Reflecting on CEAC 2024

Back in August, over 600 advancement professionals descended on Manchester, UK, for the CASE Europe Annual Conference (CEAC).

CASE Europe Annual Conference 27-29 August 2024 Manchester, United Kingdom **REGISTER NOW**

Have you heard the news? CEAC has a new date! Save the date for **4-6 November 2025 in Birmingham, United Kingdom**. We hope that, based on your feedback, the move to November provides a more accessible time for our community across all disciplines.

Currents: Anniversary Commemorative Issue

This special commemorative edition explores CASE's history, global journey and signature activities that serve the profession such as research, training and mentoring.

Features include The Next Generation of Advancement Professionals which looks at how the CASE Graduate Trainee Programme forms meaningful partnerships, Anniversary Reflections where five leaders share their thoughts on the challenges ahead and A Global Community which celebrates milestones in CASE's journey to becoming a global association.

[View Currents](#)

Council for Advancement and Support of Education
1201 Eye Street NW, Suite 300
Washington, D.C. 20005
©2024 CASE

CONTACT

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org

Ad Size	1 Edition	2 Editions	3 Editions
600 x 90 px	£800+VAT	£745+VAT	£645+VAT



Boletín

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

CIRCULATION

3,000 members and **840** non-members in Latin America

AVERAGE UNIQUE OPEN RATE

75.8%

Average click rate: 8%

Ad Specs: Banner ads are 600 x 90 px

Frequency: First week of the month

Exclusive per edition

CONTACT

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org

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



The AP Buzz

The AP Buzz highlights relevant CASE resources and events, and spotlights CASE members and their institutions in Asia-Pacific.

CIRCULATION

2,260 CASE members and non-members in Asia-Pacific

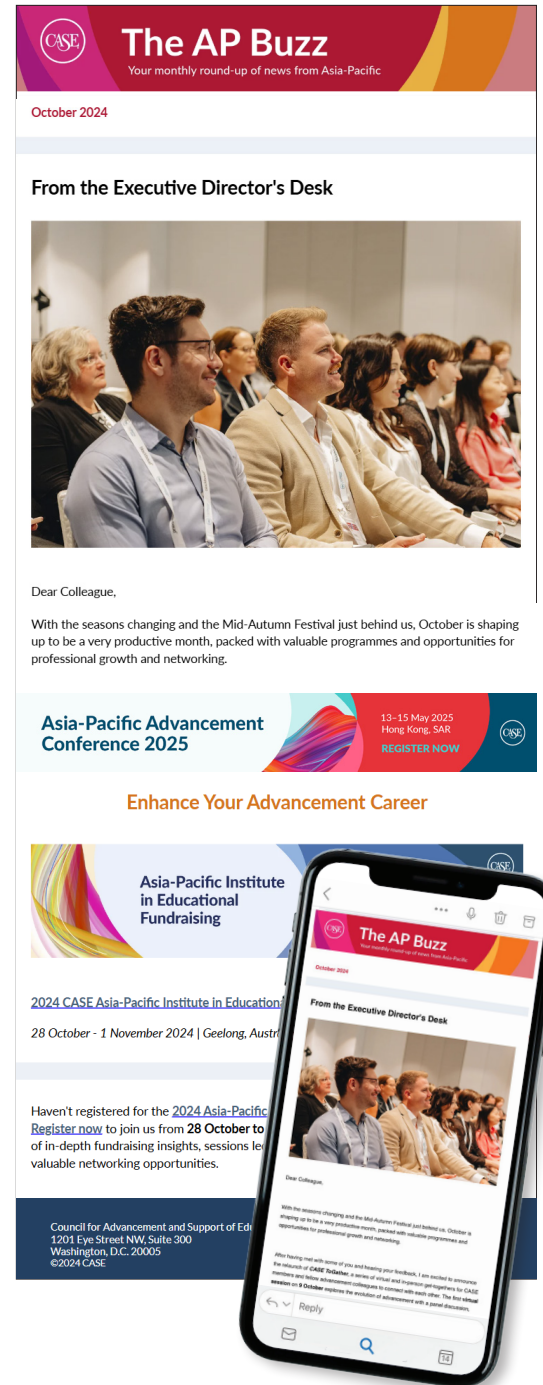
AVERAGE UNIQUE OPEN RATE

11%

Ad Specs: Banner ads are 600 x 90 px (to be received 10 days before the launch date)

Frequency: Monthly

Exclusive per edition



CONTACT

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org

Ad Size	1 Edition	2 Editions	3 Editions
600 x 90 px	\$900	\$850	\$750



Inside Schools

Inside Schools is CASE's newsletter to the independent and international school community. It features thought leadership, reminders, advertisements for school conferences and training, and links to CASE resources.

CIRCULATION

3,852 CASE member and non-member schools in North America, Europe, and Asia-Pacific

AVERAGE UNIQUE OPEN RATE

23%

Ad Specs: Banner ads are 600 x 90 px

Frequency: Bimonthly

Exclusive per edition

Date of Issue	Ad Reservation Date	Ad Artwork Due Date
January	1/6/2025	1/13/2025
March	3/3/2025	3/10/2025
May	5/5/2025	5/12/2025
July	7/7/2025	7/14/2025
September	9/1/2025	9/8/2025
November	11/3/2025	11/10/2025

CONTACT

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org

Ad Size	1x Rate	3x Rate	6x Rate
600 x 90 px	\$830	\$775	\$670

Inside Schools
September 2024

Are Girls' Schools on the Rise?
Some new data points—and a clever strategy—offer insight and promise related to giving at girls' schools.
[Read more.](#)
Crickett Kasper
CASE Director of Schools

School Advancement Institute
October 2024–April 2025
Online and Washington, D.C.
[REGISTER NOW](#)

Anniversary Reflections
Five advancement leaders—including Cyrielle Bazin, Director of Strategic Communications, Seoul Foreign School, South Korea—share thoughts on the challenges ahead, along with what makes them optimistic, in this roundtable discussion.
[Learn More](#)

Latest from the CASE Library
The CASE Library curates Subject Guides that contain links to publications, surveys, and more, providing comprehensive reading lists on various advancement topics. Read new Subject Guides about donor-advised funds, artificial intelligence, responding in times of world crisis, and the Great Wealth Transfer.
[View More Subject Guides](#)

It's Time: Submit Your School Advancement Data
With the 2024-2025 DASL data collection under new funds committed, providing important insights. To access the CASE members-only data, make sure that your CASE membership is reflected in the lower left corner of the DASL home page, "Your Associations." If your CASE membership is missing, contact us to verify that your school membership is properly updated in DASL. The data collection for advancement ends Oct. 18.
[Submit Your Data](#)

Council for Advancement and Support of Education
1201 Eye Street NW, Suite 300
Washington, D.C. 20005
©2024 CASE



Community College Advancement News

Community College Advancement News explores trends at two-year institutions via member-centered stories and insights into this growing sector.

CIRCULATION

2,292 CASE members working at community colleges throughout North America

AVERAGE UNIQUE OPEN RATE

16%

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

Frequency: January, March, May, July, September, November

Date of Issue	Ad Reservation Date	Ad Artwork Due Date
February	2/3/2025	2/10/2025
April	4/7/2025	4/14/2025
June	6/2/2025	6/9/2025
August	8/4/2025	8/11/2025
October	10/6/2025	10/13/2025
December	12/1/2025	12/8/2025



August 2024



Join Us in Baltimore!

Learn, network, and celebrate CASE's 50th anniversary at the Conference for Community College Advancement, Oct. 16-18, in Baltimore, Maryland.

[Read More](#)



October 1

Next CFRE Application Deadline

[Start Now](#)



Kenneth Cooper Invites You to Attend CCCA

Kenneth Cooper, Executive Director of the Las Positas College Foundation and Chair of the CASE Conference for Community College Advancement planning committee, shares his reasons to attend the upcoming conference.



[Read More](#)



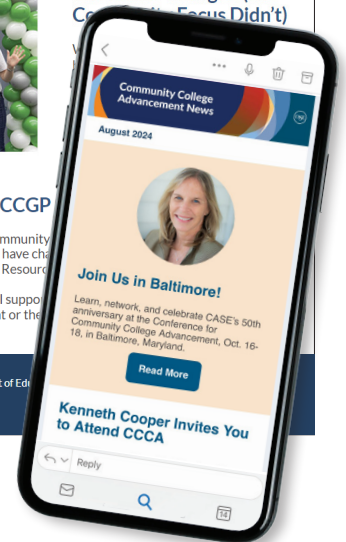
The Name Changed (the Focus Didn't)

Apply for a CCCA or CCCGP

CASE recognizes new talent in community colleges with the Council for Resource Professionals.

The scholarship provides financial support for the Conference for Community College Advancement or the Grant Professionals.

Council for Advancement and Support of Education
1201 Eye Street NW, Suite 300
Washington, D.C. 20005
©2024 CASE



CONTACT

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org



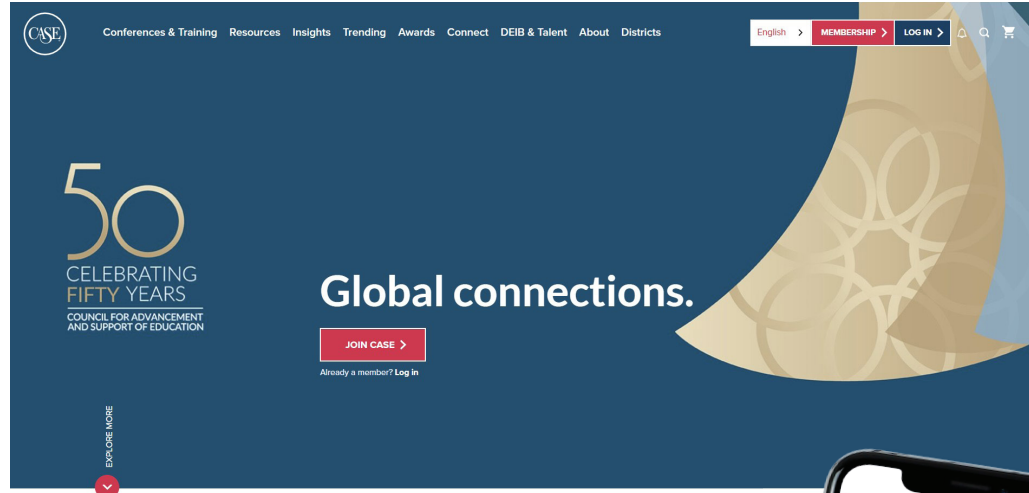
600 x 90 px banner

Ad Size	1x Rate	3x Rate	6x Rate
600 x 90 px	\$830	\$775	\$670



CASE.org

The global online home of CASE, where members seek information, ideas, best practices, collaborative opportunities, and information on conferences and training.



The website averages

420,000 page views per month,
132,000 monthly sessions, and nearly
70,000 unique users per month.



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

CONTACT


Erica Smedley Cox
 Senior Director,
 Corporate Relations
 + (202) 478-5534
ecox@case.org

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



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. The guide is a reliable resource for decision-makers at CASE-member institutions who participate in purchasing products and services for their schools.



CAMPUS BUYERS GUIDE

Advertisers: To place a listing, call Robert Jenkins, Manager, Advertising Sales, +1-202-478-5534. A page number next to the company name refers to an ad in this issue. Please members with area codes 800, 866, 877, or 888. Some listings may be available from outside the United States.

<p>ALUMNI RELATIONSHIP SOFTWARE</p> <p>BLACKBOARD 200 S. Michigan Ave., Suite 1004 Chicago, IL 60604 800-463-8498 Fax: 845-238-8888 Email: scott@blackboard.com blackboard.com</p>	<p>CAMPBELL & COMPANY One E. Wacker Drive, Suite 2700 Chicago, IL 60601 800-425-6881 Email: fc@campbellandcompany.com Additional offices in Los Angeles, Portland, Ore., San Francisco Bay Area, Dallas, and Washington, D.C.</p>	<p>FUNDRAISING PUBLICATIONS</p> <p>LIFEPULSE MAGAZINE 200 S. Michigan Ave., Suite 1004 Chicago, IL 60604 800-463-8498 Fax: 845-238-8888 Email: rl@lifepulse.com lifepulse.com</p>	<p>PLANNED GIVING WEBSITES</p> <p>CRESCENDO INTERACTIVE INC. 110 Camino Ruiz Camarillo, CA 93012 800-858-9154 Fax: 805-388-2483 Email: crecendointeractive.com crecendointeractive.com giftlegacy.com</p>
<p>BRANDING</p> <p>LIFEPULSE MAGAZINE 200 S. Michigan Ave., Suite 1004 Chicago, IL 60604 800-463-8498 Fax: 845-238-8888 Email: rl@lifepulse.com lifepulse.com</p>	<p>CONCRETE CONCRETE LLP 1701 Lawrence Circle, Suite 204 Naperville, IL 60563 630-295-3400 Email: fc@concrete.com concrete.com</p>	<p>FUNDRAISING SOFTWARE</p> <p>BLACKBOARD 200 S. Michigan Ave., Suite 1004 Chicago, IL 60604 800-463-8498 Fax: 845-238-8888 Email: scott@blackboard.com blackboard.com</p>	<p>PROSPECT RESEARCH</p> <p>BLACKBOARD 200 S. Michigan Ave., Suite 1004 Chicago, IL 60604 800-463-8498 Fax: 845-238-8888 Email: scott@blackboard.com blackboard.com</p>
<p>COMMUNICATIONS CONSULTANTS</p> <p>LIFEPULSE MAGAZINE 200 S. Michigan Ave., Suite 1004 Chicago, IL 60604 800-463-8498 Fax: 845-238-8888 Email: rl@lifepulse.com lifepulse.com</p>	<p>CREAMLINE PIZZERIA • 867-01, 829-2 200 S. Michigan Ave., Suite 1004 Chicago, IL 60604 800-463-8498 Fax: 845-238-8888 Email: rl@creamline.com creamline.com</p>	<p>MARKETING</p> <p>BLACKBOARD 200 S. Michigan Ave., Suite 1004 Chicago, IL 60604 800-463-8498 Fax: 845-238-8888 Email: scott@blackboard.com blackboard.com</p>	<p>SEARCH SERVICES</p> <p>CAMPBELL & COMPANY One E. Wacker Drive, Suite 2700 Chicago, IL 60601 800-425-6881 Email: fc@campbellandcompany.com Additional offices in Los Angeles, Portland, Ore., San Francisco Bay Area, Dallas, and Washington, D.C.</p>
<p>DESIGN/PRINT AND WEB</p> <p>LIFEPULSE MAGAZINE 200 S. Michigan Ave., Suite 1004 Chicago, IL 60604 800-463-8498 Fax: 845-238-8888 Email: rl@lifepulse.com lifepulse.com</p>	<p>CRESCENDO INTERACTIVE INC. • 829-2, 829-4 110 Camino Ruiz Camarillo, CA 93012 800-858-9154 Fax: 805-388-2483 Email: crecendointeractive.com crecendointeractive.com</p>	<p>MARKET RESEARCH</p> <p>LIFEPULSE MAGAZINE 200 S. Michigan Ave., Suite 1004 Chicago, IL 60604 800-463-8498 Fax: 845-238-8888 Email: rl@lifepulse.com lifepulse.com</p>	<p>TRAINING SERVICES</p> <p>WELLS FARGO & WELLS FARGO LLC 200 S. Wacker Drive, Suite 2700 Chicago, IL 60601 800-425-6881 Fax: 800-788-6871 Email: fc@wellsfargo.com wellsfargo.com</p>
<p>ENROLLMENT MANAGEMENT</p> <p>LIFEPULSE MAGAZINE 200 S. Michigan Ave., Suite 1004 Chicago, IL 60604 800-463-8498 Fax: 845-238-8888 Email: rl@lifepulse.com lifepulse.com</p>	<p>JOHNSON, CRENSHAW & ANDERSON INC. • 829-2, 829-4 200 S. Wacker Drive, Suite 2700 Chicago, IL 60601 800-425-6881 Fax: 800-788-6871 Email: fc@johnsoncrensawanderson.com johnsoncrensawanderson.com</p>	<p>PLANNED GIVING SOFTWARE</p> <p>BLACKBOARD 200 S. Michigan Ave., Suite 1004 Chicago, IL 60604 800-463-8498 Fax: 845-238-8888 Email: scott@blackboard.com blackboard.com</p>	<p>CRESCENDO INTERACTIVE INC. • 829-2, 829-4 110 Camino Ruiz Camarillo, CA 93012 800-858-9154 Fax: 805-388-2483 Email: crecendointeractive.com crecendointeractive.com giftlegacy.com</p>
<p>FUNDRAISING CONSULTANTS</p> <p>ALUMNI FRIENDS FUND 200 S. Wacker Drive, Suite 2700 Chicago, IL 60601 800-425-6881 Fax: 800-788-6871 Email: fc@alumni.com alumni.com</p>	<p>WELLS FARGO & WELLS FARGO LLC 200 S. Wacker Drive, Suite 2700 Chicago, IL 60601 800-425-6881 Fax: 800-788-6871 Email: fc@wellsfargo.com wellsfargo.com</p>	<p>CRESCENDO INTERACTIVE INC. • 829-2, 829-4 110 Camino Ruiz Camarillo, CA 93012 800-858-9154 Fax: 805-388-2483 Email: crecendointeractive.com crecendointeractive.com giftlegacy.com</p>	<p>CRESCENDO INTERACTIVE INC. 110 Camino Ruiz Camarillo, CA 93012 800-858-9154 Fax: 805-388-2483 E-mail: crecendo@cremail.com crecendointeractive.com giftlegacy.com</p>

[Sample Listing]

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

CONTACT
Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org

Campus Buyers Guide
Annual Rate

\$2,130

20 case.org/educational-partners

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

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org



Rate Guide

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 (600 x 90)	\$3,120	\$2,910	\$2,705
Europe Newsletter	1 Edition	2 Editions	3 Editions
Ad (600 x 90 px)	£800+VAT	£745+VAT	£645+VAT
Asia-Pacific Newsletter	1 Edition	2 Editions	3 Editions
Ad (600 x 90 px)	\$900	\$850	\$750
Inside Schools Newsletter	1x Rate	3x Rate	6x Rate
Ad (600 x 90 px)	\$830	\$775	\$670
Latin America Newsletter	1x Rate		
Small Banner (200 x 200 px)	\$200		
Banner (468 x 60 px)	\$200		
Large Rectangle (336 x 280 px)	\$250		
Large Classification Table (970 x 90 px)	\$350		

CONTACT

Erica Smedley Cox
Senior Director,
Corporate Relations
+ (202) 478-5534
ecox@case.org

Campus Buyers Guide	Primary Listing	Additional Listings
250 x 250 px	\$2,130	\$310