

Special Advertising Opportunity



Start Your Campaign

The 2021 list of recognized institutions will be revealed in a special insert to be distributed as part of the September 17 issue of The Chronicle of Higher Education. This issue will reach all 36k+ paid Chronicle subscribers. The insert will be placed inside the printed CHE issue, and will also be included as part of the issue scheduled to be delivered via email and hosted online.

We invite you to take advantage of this valued recognition and share this success with your peers by placing a print ad in this insert to introduce your institution as an employer of choice. Professionals in higher education and beyond turn to this publication each year to meet the year's best colleges to work for.

Recognized institutions may not publicize their results until the week the special insert is released, so this is really the start of your campaign to share your story. There are a limited number of ads available so make your reservation soon.

Reservation Deadline: July 2, 2021

Art Deadline: July 16, 2021

Embargo Date: September 13, 2021

Rate Card 2021

Size	Measurements	Cost
¼ page	4.5" W x 5.875" H	\$3,795
½ page vertical	4.5" W x 11.75" H	\$6,584
½ page horizontal	9" W x 5.875" H	\$6,584
¾ page vertical	6.75" W x 11.75" H	\$7,220
¾ page horizontal	9" W x 8.8125" H	\$7,220
Full page	10" W x 13" H	\$10,293
2 page option	TBD	\$15k-\$19k

Trim Size is 10"x13", 4-color, with bleeds. Please leave ½ inch on inside and outside edges to compensate for binding and trimming.

Questions? Contact the ModernThink Team at solutions@modernthink.com or 888.684.4658

