

# SPECIAL ADVERTISING OPPORTUNITY

2024 GREAT COLLEGES TO WORK FOR®

## START YOUR CAMPAIGN

The 2024 list of recognized institutions will be revealed in a special insert to be distributed as part of the September 20<sup>th</sup> issue of *The Chronicle of Higher Education*. This issue will reach all 30K+ paid *Chronicle* subscribers (digital and print). The insert will be placed inside the printed CHE issue and will also be included as part of the issue delivered via email and hosted online.

**We invite you to take advantage of your recognition by placing an 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 and universities 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: JUNE 28, 2024**

**ART DEADLINE: JULY 10, 2024**

**ISSUE DATE: SEPTEMBER 20, 2024**

## RATE CARD 2024

Size	Measurements	Cost
¼ page vertical	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
Full page	10" W x 13" H	\$7,220
2 page spread	20" W x 13" H	\$10,293

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](mailto:solutions@modernthink.com)

