

# Professional Services Directory

Today with multiple accrediting and trade associations there is no single source of supplier contact information for private career colleges. That's why we created the Professional Services Directory. A single and affordable source for the wide range of services utilized by the private career college sector of education.

The Directory will be updated monthly and included as part of the *CAREER EDUCATION REVIEW'S (CER)* Features & Reports issue. Deadline for ad submission is the 15th of each month.

## Professional Services Directory Advertising Options

Advertisement Type	CER Subscriber* Price/Year (12x)	Non-Subscriber Price/Year (12x)
<b>Display Ad:**</b>		
Standard	\$504	\$560
1/3-Page	\$837	\$930
1/2-Page	\$1,170	\$1,300
Full-Page	\$2,475	\$2,750
<b>Line Listing:</b>		
1st Category Line Listing	\$135	\$150
Additional Category Line Listing	\$50 each	\$50 each

\* A yearly subscription of the CER is \$329. Included with your subscription you will receive 24 issues of CER per year and 1 self-authored advertorial (to appear once during subscription period). The Directory will also be included in the most recent edition of the Career College Guide to Speakers, Trainers & Consultants.

\*\* Display ad placed in a single category. Call for price quote on multiple ads.

### Ad Sizes

<b>Standard</b> 3-5/8" w x 2-1/2" h
<b>1/3 Page</b> 3-5/8" w x 5" h
<b>1/2 Page</b> (two options) 3-5/8" w x 7-3/4" h 7-1/2" w x 4" h
<b>Full Page</b> 7-1/2" w x 7-3/4" h

### Directory Categories

<ul style="list-style-type: none"> <li>• Accountants</li> <li>• Accreditation</li> <li>• Acquisitions/Mergers &amp; Financing</li> <li>• Admissions Sales Training</li> <li>• Advertising &amp; Marketing Services</li> <li>• Brokers &amp; Market Evaluations</li> <li>• Certification Organizations</li> <li>• Collection Agencies</li> <li>• Compliance</li> <li>• Consulting</li> <li>• Curriculum Development</li> <li>• Default Management</li> <li>• Educational &amp; Training Materials</li> <li>• eLearning Service Providers</li> <li>• Executive Search &amp; Selection Services</li> </ul>	<ul style="list-style-type: none"> <li>• Faculty Training</li> <li>• Financial Aid Services</li> <li>• Health Services</li> <li>• Internet Services</li> <li>• Lead Tracking</li> <li>• Legal Services</li> <li>• Mailing Lists</li> <li>• Online Development</li> <li>• Real Estate</li> <li>• Software &amp; Computer Services</li> <li>• Strategic Planning</li> <li>• Student Retention</li> <li>• Testing Services</li> <li>• Training Providers—Personnel</li> <li>• Tuition Financing</li> </ul>
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# Professional Services Directory

## Advertising Order Form

### Display Ad Information:

Category to be listed in: \_\_\_\_\_

Size of display ad: \_\_\_\_\_

### Line Listing Information:

Company/Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Categories to be listed in:

1.) \_\_\_\_\_

2.) \_\_\_\_\_

3.) \_\_\_\_\_

### Subscription/Payment Information:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company/Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: (     ) \_\_\_\_\_

Method of payment:  Our check for \$ \_\_\_\_\_ is enclosed.

Charge to:  VISA  MasterCard  American Express # \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Exp. Date: \_\_\_ / \_\_\_

Signature: \_\_\_\_\_

# Display Ad Guidelines

Customer Name: \_\_\_\_\_

Digital File Troubleshooting Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_

**NOTE:** If these guidelines are not followed, Workforce Communications is not responsible for the reproduction quality and timeliness of the publication of your ad. Delays may also occur if digital file requires troubleshooting. **We offer ad design services. Please call for pricing and timeline.**

## DIGITAL FILE REQUIREMENTS

1. All ads must be submitted as digital files. Acceptable digital media is CD, DVD, Zip Disk or Internet (e-mail).
2. Ads with a file size up to 3MB may be e-mailed to Terry Staerkel at [tstaerkel@workforce-com.com](mailto:tstaerkel@workforce-com.com). Ads with a file size larger than 3MB may be provided on disc, or call for FTP login information.
3. Preferred format for ads is **PDF. Call for Adobe Acrobat distiller settings. Please be sure to embed all fonts when creating the PDF.**
4. Other formats and software which are acceptable:

	<u>Version Supported</u>	<u>Version Used</u>
<i>MacIntosh Only*</i>		
<input type="checkbox"/> <b>QuarkXPress</b>	<b>6.5</b>	_____
Please include fonts and art with ad.		
<input type="checkbox"/> <b>Adobe Photoshop</b>	<b>CS2 (9)</b>	_____
Please save file as TIFF or JPEG at 600 dpi. This format is the least desirable for reproduction, especially when small type is used in the ad.		
<input type="checkbox"/> <b>Adobe Illustrator</b>	<b>CS2 (12)</b>	_____
Please save file as Illustrator EPS. Please convert type to outlines or include fonts and art with ad.		
<input type="checkbox"/> <b>Adobe Acrobat (PDF)</b>	<b>7.0</b>	_____
Please call for Adobe Acrobat distiller settings. Embed all fonts when creating the PDF.		

*\*PC files of Adobe Illustrator can be used if the fonts are converted to outlines and saved in eps format. This is recommended to avoid the text reflow problems that occur in relation to cross platform font substitution. PC fonts will be substituted by MAC version of fonts and may not appear the same. Please call for information before sending PC files.*

## PRODUCTION TIPS

### General Specifications

- Digital Duplicator Press
- 85 Line Screen

### Ad Size

Make sure your ad is built to the correct size and that width and height orientation is correct.

### Image Resolution

**Be sure images are high resolution:** 300 dpi for halftone images, 600 dpi or more for line-art. Please do not use images taken from a website, as these are generally 72 dpi and will not result in quality reproduction.

### Color Mode

Please save all **artwork in grayscale color mode.**

### Screen Tone Values/Tint Screens

Screens may range from 85% to 15% black. Screen tone values which exceed 85% will print as a solid. Screen tone values under 15% drop to white. Artwork consisting of large screened areas, such as watermarks or background images, should have a screen tone value of no less than 30% black.

A minimum contrast of 20% of black between foreground and background is recommended.

### Type

Type size should be kept at a minimum of 7 pt. for standard and 9 pt. for reverse. All type intended to print solid black should be set at 100% black and contrasted against a 15%–30% black screen. Reverse or knockout type should be 0% (white) type on an 80% screen or higher. Fine serif typefaces should be avoided.

### Minimum Line Weights

Minimum positive line weight 0.5 pt.  
Minimum reverse line weight 1 pt.