

# FACULTY FOCUS

FOCUSED ON TODAY'S HIGHER EDUCATION PROFESSIONAL

## Advertising Opportunities

**Faculty Focus** introduces an exciting opportunity to reach higher education faculty and academic leaders, more than half of whom teach or manage online courses and programs.

**Sign-up to sponsor our e-newsletter and get your ad in front of nearly 40,000 readers twice a week for an entire month. That's approximately 305,000 impressions.**

Each e-newsletter is sponsored by no more than two external advertisers — giving you maximum opportunity to get your message heard.

**Faculty Focus delivers your message to more than 40,000 subscribers every Monday and Wednesday.**

### Why Advertise in *Faculty Focus*

*Faculty Focus* is part of Magna Publications. Since 1972 the higher education community has turned to Magna for its timely, high-quality professional development resources. Today the company's growing portfolio of award-winning newsletters, online seminars, online courses and in-person conferences represent some of the most trusted names higher ed, including:

- *The Teaching Professor*
- *Academic Leader*
- *Online Classroom*
- *Distance Education Report*
- Magna Online Seminars
- Magna 20-Minute Mentor
- *Recruitment & Retention*
- National Center for Student Leadership

*Faculty Focus* is the only Magna entity that accepts advertising. During the past year, *Faculty Focus* has more than doubled its subscriber base and averages more than 500 new opt-in subscribers each month.

Ad Type	Ad Size	Cost Per Month (8 issues total)
Skyscraper	200w x 600h pixels	\$8K
Center Banner	475w x 100h pixels	\$5K

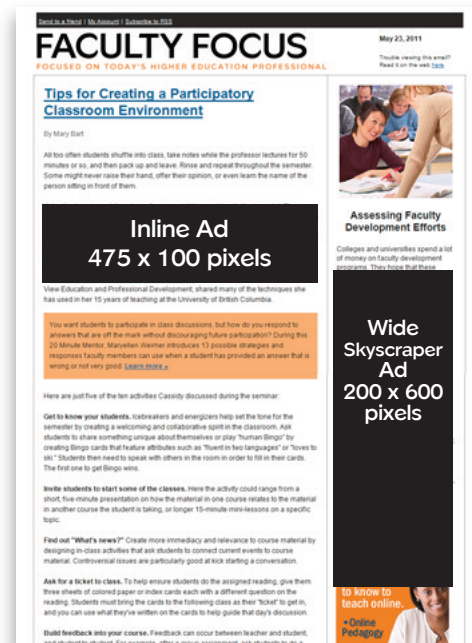
We accept GIF and JPEG. No animated gifs, Flash or HTML ads.

With *Faculty Focus* you get an enthusiastic readership base with a voracious appetite for the latest strategies and trends in teaching, learning, and leading. Based on our 2011 readership survey:

- 98 percent of subscribers say they would recommend *Faculty Focus* to a friend
- 92 percent rate *Faculty Focus* above-average or excellent
- 91 percent say they've taken action based on something they saw in *Faculty Focus*
- 55 percent teach or manage at least one online course

*Faculty Focus* subscribers are on the front lines of higher education:

- 60 percent are active faculty members
- 20 percent hold academic leadership positions, including department chairs, directors, deans, and provosts.
- 20 percent are teaching and learning center coordinators, instructional designers, or librarians.



# Advertising Policies

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Prepayment is required for all first-time advertisers. All artwork and link(s) are due to Magna Publications 10 days prior to the start of the campaign and should have been tested for stability across all browser platforms before submission. No more than two creatives can be submitted for rotation during a one-month sponsorship.

Publisher may insert the word “Advertisement” over any ad which simulates editorial content. All content of advertisements are subject to approval. Publisher reserves the right to reject or cancel any advertisement. In consideration of publication of an advertisement, the advertiser and its agency, will indemnify and hold harmless Magna Publications, its officers, owners, agents and employees, against all expenses (including legal fees) and losses resulting from the publication of contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement.

Advertisements not received by our advertising production department by closing date are not entitled to the privilege of review or revision by the advertiser or its agency. All revisions must be submitted five days prior to the start of the campaign. All agreements are subject to strikes, accidents, fires, acts of God or other contingencies beyond the publisher’s control. The publisher assumes no liability if, for any reason, it becomes necessary to omit or cancel an advertisement. The publisher’s liability for any error will not exceed the charge for the advertisement in question.

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