

“BizEd magazine is the first place we turn to invest our brand building dollars to reach influential opinion leaders in the management education space. We have been very pleased with the results.”

*Jon W. Kerbs, Director of Marketing
Babson MBA Program*

“I really like to use *BizEd* as a news source about our industry and what our fellow b-schools and colleagues are doing.”

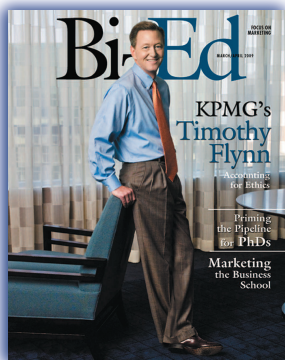
2006 BizEd Reader Survey

“*BizEd* truly is the leading source for information and insight for the international management education market.”

*Lawrence P. Shao, Professor and Division Head
Division of Finance and Economics, Marshall University*

BizEd

2010 MEDIA KIT



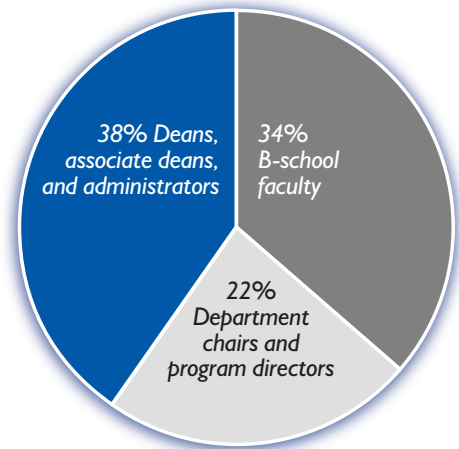
Reach an Influential Global Audience—Advertise in *BizEd*

BizEd is the only magazine focused on the 22 billion USD management education market. More than 15,000 professionals worldwide look to each issue for timely, relevant information, including products and services to help them achieve their goals. *BizEd*'s readers are leaders at educational institutions, multinational corporations, governments, nonprofits, and PR and consulting firms around the world.

Award-Winning Content and Design

Published by AACSB International six times each year, award-winning *BizEd* covers the latest news and trends in business and business education direct from the world's leading authors, educators, and practitioners. *BizEd*'s awards include:

- A 2008 Excel award from Association Media & Publishing (formerly SNAP)
- A Gold Award in 2006 from Association Media & Publishing (formerly SNAP)
- A Silver Award from Association Media & Publishing (formerly SNAP) in 2003, 2004, and 2008
- Two Bronze Awards in 2008 and one in 2003 and 2006 from Association Media & Publishing (formerly SNAP)
- Folio's Ozzie Award in 2003
- A TABBIE Award in 2006 from Trade Association Business Publications International (TABPI) and two honorable mentions in 2008
- Two Charlie Awards in 2007, one in 2008, and four in 2009 from Florida Magazine Association (FMA)



BizEd Readers

70 percent of *BizEd*'s readers believe the magazine provides a valuable service to the management education community.

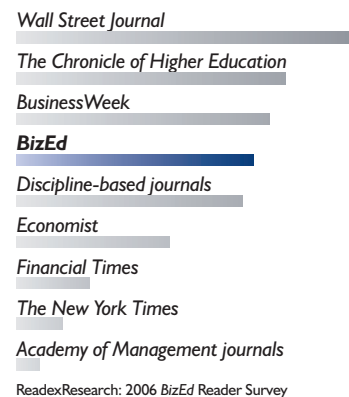
BizEd's Readers Are Engaged

- 63 percent read the last four issues of *BizEd*.
- 61 percent read half or more of each issue.
- 76 percent of readers spend between 30 minutes to more than two hours reading a single issue.
- 68 percent save *BizEd* for future reference.

ReadexResearch: 2006 *BizEd* Reader Survey

BizEd is Valued

It's fourth on the list of most useful business/professional publications.



“I buy subscriptions for all of my Advisory Board members and members of the Board of Trustees. They love it. It keeps them abreast of the changing and dynamic world of business education!”

Joseph A. DiAngelo, Dean
Erivan K. Haub School of Business, Saint Joseph's University

Access Key Decision-Makers in a Specialized Market

BizEd gives your business school or organization direct access not found anywhere else—making the magazine the ideal advertising vehicle to build brand awareness or to promote your products and services to business schools worldwide. For display advertising information, including placement, contact Annette Gonzalez DeLisle at +1-813-769-6517 or annette@aacsb.edu.

***BizEd* is shared with others:
on average each issue is passed
on to at least two other people—
doubling your reach.**

ReadexResearch: 2006 *BizEd* Reader Survey

Display Advertising Rates

B&W	1x-2x	3x-5x	6x
2-Page Spread	9,146 USD	8,322 USD	7,775 USD
Full Page	4,690	4,268	3,987
2/3 Page	3,611	3,286	3,070
1/2 Page	2,908	2,646	2,472
1/3 Page	1,970	1,792	1,675
1/4 Page	1,642	1,493	1,395

4-COLOR	1x-2x	3x-5x	6x
2-Page Spread	11,571 USD	10,767 USD	10,235 USD
Full Page	6,090	5,667	5,387
2/3 Page	5,011	4,686	4,470
1/2 Page	4,308	4,046	3,872
1/3 Page	3,370	3,192	3,075
1/4 Page	3,042	2,893	2,795

SPECIAL PLACEMENT	1x-2x	3x-5x	6x
Cover 2	7,004 USD	6,517 USD	6,195 USD
Cover 3	6,699	6,234	5,926
Cover 4	7,308	6,800	6,464

Standard Color: 600 USD per page.

PMS/Match Color: 850 USD per page; metallic rates upon request.

Bleeds: No charge.

Terms: Net 30 days with approved credit.

Agency Commission: 15 percent on gross billing allowed to recognized ad agencies provided payment is received in full within 30 days of invoice date.

Special Positions: Premium charge of 15 percent. Special positions reserved first-come, first-served subject to availability and color capability. Not applicable for cover positions.

Frequency Discounts: Rates based on the number of insertions run in contract year (six consecutive issues). If more or fewer ads are inserted than specified, rate will be credited or short rated accordingly. Two-page spreads count as two ads toward frequency discount.

Fill Your Open B-School Positions

BizEd classified advertising will help you fill your open positions with qualified management education professionals. To place your classified ad, contact Debbie Wiethorn at +1-813-769-6522 or debbie@aacsb.edu.

“For the last five years, our faculty position announcements through *BizEd* classified advertising have been most effective and successful to achieve our goals and objectives!”

***Dr. Youngil Cho, Associate Dean for Academics
School of Business, North Carolina Central University***

Advertising Dimensions and Setup

<p>2-Page Spread</p> <p>Trim Size: 15 3/8" x 9 5/8" (39.052 cm x 24.447 cm)</p> <p>Trim Size for Ad Bleeds: 17" x 11 1/8" (43.18 cm x 28.257 cm)</p>	<p>Full-Page</p> <p>Trim Size: 7" x 9 5/8" (17.78 cm x 24.447 cm)</p> <p>Trim Size for Ad Bleeds: 8 5/8" x 11 1/8" (21.907 cm x 28.257 cm)</p>	<p>2/3 Page</p> <p>4 5/8" x 9 5/8" (11.747 cm x 24.447 cm)</p>	<p>1/3 Page Vertical</p> <p>2 1/4" x 9 5/8" (5.715 cm x 24.447 cm)</p>	<p>1/2 Page Vertical</p> <p>3 3/8" x 9 5/8" (8.572 cm x 24.447 cm)</p>	<p>1/4 Page</p> <p>3 3/8" x 4 5/8" (8.572 cm x 11.747 cm)</p>	<p>1/2 Page Horizontal</p> <p>7" x 4 3/4" (17.780 cm x 12.065 cm)</p>
						<p>1/3 Page Square</p> <p>4 5/8" x 4 5/8" (11.747 cm x 11.747 cm)</p>

Mechanical Requirements

Trim Size: 8.375" wide x 10.75" deep

Live Matter: 1/2" from trim edge

Printing Method: Web offset

Binding: Perfect bound

File Construction Tips

- Do not apply style attributes to basic fonts.
- Place all elements at 100 percent size.
- Do not rotate or crop images in page layout application.
- Include all fonts, images, logos, and artwork.
- Include fonts for imported graphics.
- Do not nest EPS files in other EPS files.
- Four-color solids should not exceed SWOP density of 280 percent.
- Supply Quark "Collect for Output" or similar report.
- Supply single pages, not spreads.
- Supply hard-copy proofs at 100 percent size that match each digital file.

Contacts:

Display Advertising

Annette Gonzalez DeLisle
annette@aacsb.edu
+1-813-769-6517

Classified Advertising and ePrints/Reprints

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Digital Submission Requirements

Send only page layout, fonts, and graphics used in the ad. Include printout of disk contents.

Acceptable Platforms: Mac (preferred) and Windows

Desktop File Formats: QuarkXpress 6.0 and InDesign

Resolution: Color images no lower than 300 dpi at 100 percent. Scanned B&W images no lower than 800 dpi at 100 percent with a maximum of 2400 dpi

File Colors: Create as CMYK builds

File Fonts: Include PostScript screen and printer fonts. TrueType fonts not accepted.

Proofs: Color ads require a laminated or high-end digital color proof (Iris or Approval). Publisher is not responsible for color shifts due to differences between the file and the proof.

Disclaimer: Publisher prepress and/or printer will check digital ads. If additional work is necessary to ensure proper output of ads, additional production charges may apply and the advertiser and/or its agency will forfeit any agency discount. If delays due to missing font or image files are incurred, late charges may apply. Matchprint proof is requested. Other kinds of color proofs will not be considered an accurate representation of a digital ad.

Production Charges: Any digital advertising materials (1) not conforming to the specifications outlined for digital advertisements or (2) requiring proof changes (except for publisher's errors) will incur charges at the rate of 100 USD per hour. All scanning, image setting or other per-piece charges will be at prevailing rates (also see preceding requirements). Publisher prefers receipt of complete composite negatives, but provides ad production capabilities for advertiser convenience only.

Share BizEd's Award-Winning Content

Customizable *BizEd* reprints and ePrints are effective promotional and educational tools for sharing editorial or advertising content in a professional format. Use *BizEd* reprints and ePrints to:

- Share current industry information with colleagues, students, and other stakeholders.
- Feature your institution or organization on the Web or as part of an email campaign.
- Promote your product, service, or mission at events and exhibitions.

To order *BizEd* reprints and ePrints, contact Debbie Wiethorn at +1-813-769-6522 or debbie@aacsb.edu.

Subscriptions

BizEd.subscriptions@aacsb.edu
+1-813-769-6500

2010 Editorial Calendar

JANUARY/FEBRUARY

Redefining the Business School Mission

Editorial deadline:	10/02/09
Ad deadline:	11/19/09
Issue mails:	12/30/09

MARCH/APRIL

Meeting the Challenges of Assessment

Editorial deadline:	12/03/09
Ad deadline:	1/21/10
Issue mails:	2/26/10

MAY/JUNE

The Role for Business Schools in a Changing World

Editorial deadline:	1/26/10
Ad deadline:	3/08/10
Issue mails:	4/28/10

Distributed at AACSB's International Conference and Annual Meeting in Anaheim, California, April 18-20, 2010.

JULY/AUGUST

How Schools Measure the Value of Scholarship

Editorial deadline:	4/01/10
Ad deadline:	5/21/10
Issue mails:	6/29/10

SEPTEMBER/OCTOBER

The Internationalization of the Business School

Editorial deadline:	6/03/10
Ad deadline:	7/23/10
Issue mails:	8/27/10

NOVEMBER/DECEMBER

Instructional Design for Online Environments

Editorial deadline:	8/02/10
Ad deadline:	9/23/10
Issue mails:	10/28/10

Deadlines are subject to change at the sole discretion of the publisher. The publisher reserves the right to repeat the last ad submitted if new materials do not arrive by the scheduled material due date. However, the publisher will attempt to offer the advertiser deadline extensions while maintaining the publication's mail date and timely delivery of each issue.

In Every Issue:

Headlines

A look at what's making news in business education around the world.

Research

Highlights the latest scholarship emerging from business schools today and the ways they are promoting research in current and up-and-coming disciplines.

Technology

Articles on how business schools are using technology, social media, and other resources to improve operations, marketing, and teaching.

Your Turn

Opinion pieces on topics or trends with impact in the field of management education written by deans, professors, authors, practitioners, or students.

Bookshelf

Reviews of recent books that cover business, management, and business education.

Calendar

A schedule of upcoming seminars, conferences, trade shows, and other events related to business education.

Spotlight

A one-page feature and compelling photo that highlights a business school's effective course, program, event, or activity.

BizEd accepts submissions to its Headlines, Research, Technology, Bookshelf, Your Turn, Spotlight, and Calendar departments. All feature article submissions and proposals undergo a peer review process; authors are notified of publication decisions within six weeks of submission. Please e-mail submissions, proposals, and press releases to BizEd.editors@aacsb.edu.

About AACSB International

AACSB International is an association of nearly 1,200 educational institutions, businesses, and other organizations in more than 70 countries that are dedicated to the advancement of quality management education worldwide through accreditation and thought leadership. In addition to being the premier accreditation body for institutions offering degrees in business and accounting, AACSB also conducts a wide array of conferences and seminars at various locations worldwide. Visit www.aacsb.edu to learn more.