

## Feature your Sales Program in the upcoming 2022 SEF Annual Magazine 16th Edition

The Sales Education Foundation invites you to feature your university and sales program in our 2022 **Annual** magazine, the **only** magazine dedicated to promoting university sales education programs, featuring the "Top Universities for Professional Sales Education" listing. The **Annual** provides you with global exposure - viewed by thousands of sales leaders, industry recruiters, companies, and professionals worldwide.



Programs purchasing space in our Annual receive preferred digital access and printed copies prior to our official launch. Be the first to promote your recognition and display the SEF TOP SALES UNIVERSITIES emblem.

The **Annual** is published in two digital editions - a page turn and a traditional PDF. Your image based banner ad space will be linked to your preferred web page allowing interested parties to immediately connect with your program/university.

### To secure a spot for 2022

Confirmation of purchase and size requirements must be received by **1/15/2021 deadline**. Art file deadline is **2/5/2021**.

Send email to Marty Holmes-  
marty@salesfoundation.org

### Pricing for 2022

1/8 page space: \$2,000 receive 25 printed copies  
1/4 page space: \$3,000 receive 50 printed copies  
1/2 page space: \$5,000 receive 100 printed copies  
Full page space: \$8,000 receive 150 printed copies

### AVAILABLE AD SPACE SIZES

#### **FULL PAGE**

Maximum size for your space is 7 1/2 x 10

#### **HALF PAGE** (horizontal or vertical upon request)

Maximum size for your space is 5 1/2 x 7 1/2

#### **QUARTER PAGE**

Maximum size for your space is 3 3/4 x 5

#### **EIGHTH PAGE**

(horizontal or vertical upon request):

Maximum space for your space is 3 3/4 x 2 3/8

To see the above sizes in our 2021 Annual, please use the link below to view the digital page turn edition - <https://salesfoundation.org/2021-annual/>

SEF thanks you for considering an ad in our publication. Your support of our non-profit foundation is instrumental in helping SEF continue its important contributions to Professional Sales education.

**Sponsor Wall Plaque** Sponsoring programs also receive a free "Top University Sales Program" Recognition wall plaque suitable for display.

### **ART SPECIFICATIONS and File Requirements - Please read carefully** **PDF Files required**

We assume due diligence was taken by your university or agency to preapprove and proof all advertisements before submission. If we detect an error with any of the supplied material before final files are created, we will contact you to correct and resubmit your files or PDF before publication.

**Art files are due by 2/5/2021.**

Send files to Marty Holmes [marty@salesfoundation.org](mailto:marty@salesfoundation.org).

### **IMPORTANT IRS REGULATIONS FOR USE OF SPACE – PLEASE READ CAREFULLY**

In keeping with IRS regulations around featured space in non-profit publications, these guidelines **MUST** be followed by participating organizations.

1. Messages **may** use promotional logos or slogans that are an established part of the sponsor's identity.
2. Messages **may** display or acknowledge a product by the organization, whether for free or for remuneration.
3. Messages **may not** contain qualitative or comparative language, price information, or other indications of savings or value.
4. Messages **may not** include endorsements or inducements to purchase, sell, or use specific products or services.