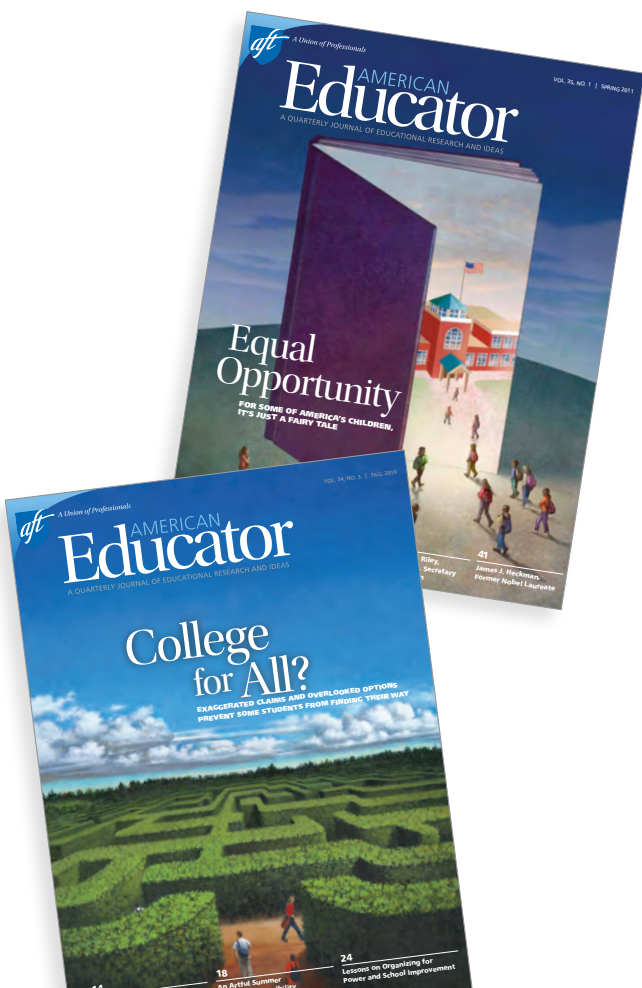


AMERICAN Educator

A QUARTERLY JOURNAL OF EDUCATIONAL RESEARCH AND IDEAS



RATE CARD

NUMBER 23 EFFECTIVE JULY 1, 2011

JENNIFER BERNEY, PRODUCTION COORDINATOR

555 NEW JERSEY AVE. N.W.

WASHINGTON, DC 20001-2079

202/879-4420

202/879-4534 (FAX)

jberney@aft.org

COPY AND CONTRACT REGS

- All advertising is subject to the publisher's approval, and the publisher reserves the right to reject any advertisement. The editors reserve the right to limit the placement of advertising within the editorial well of the journal.
- Advertising rates are subject to change with 60 days' notice. The publisher reserves the right to cancel or reject any ad, space reservation, insertion order, or position commitment at any time. Frequency rates must be earned with 12 consecutive issues.
- The advertiser and its agency shall be jointly liable for payment of all advertising placed in *American Educator*.
- All ads must conform to U.S. Postal Service requirements.
- The publisher reserves the right to insert the word "advertisement" at either the top or the bottom of any ad that, in the opinion of the publisher, could be confused with editorial matter.
- The publisher shall not be bound by any conditions, printed or otherwise, appearing on order blanks, in agency forms, or with copy instructions, or that otherwise conflict with the provisions of this rate card.
- All position stipulations appearing on orders will be treated as requests unless guaranteed in writing by the publisher.
- The forwarding of an insertion order shall be construed as acceptance of all rates and conditions set forth in this rate card. Failure to make the order correspond with the rate card in price or otherwise shall be regarded as a clerical error only, and publication will be made and charged upon the terms of this rate card without additional notification.
- The publisher shall not be liable for any costs or damages if, for any reason, the publisher fails to publish an advertisement.
- In consideration of the publication of ads, the advertiser and/or agency will fully indemnify and save the publisher harmless from and against any judgments, costs, expenses, or disbursements incurred from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, or any other claims or suits based upon content or subject matter of such ads.

CIRCULATION INFORMATION

Total circulation: 895,000

Readers: Full-time and part-time K-12 teachers, higher education faculty, and other education professionals, as well as governors, Congress, and other policymakers.

American Educator is a quarterly journal published by the American Federation of Teachers for classroom teachers and other education personnel from preschool through university levels, as well as district, state, and national policymakers. Recent articles have focused on such topics as the latest research in cognitive science; the benefits of a common, coherent curriculum; the "language gap" that exists between low-income and affluent students; increasing math achievement; and labor issues here and abroad.

MISCELLANEOUS

Established: 1977

Issues per year: Four—quarterly in March, June, September, and December.

Subscription price: \$10 a year for nonmembers.

Published by:

American Federation of Teachers, AFL-CIO
555 New Jersey Ave. N.W.
Washington, DC 20001-2079
202/879-4420

ADVERTISING OFFICES

For all advertising questions, call:

Karen Dorne
Media Sales
319 Harrison Ave.
Westfield, NJ 07090
908/233-6075
908/233-6081 (fax)
Kedorne1@verizon.net

GENERAL ADVERTISING RATES

	1 TIME	4 TIMES	8 TIMES
Black & white			
Full page	\$12,320	\$11,080	\$9,970
¾ page	9,400	8,460	7,610
½ page	7,840	7,050	6,340
⅓ page	5,500	4,950	4,450
¼ page	4,250	3,825	3,440
⅙ page	3,500	3,150	2,835
4-color			
Full page	15,000	13,500	12,150
¾ page	12,090	10,880	9,790
½ page	10,520	9,460	8,520
⅓ page	8,200	7,380	6,640
¼ page	6,940	6,240	5,620
⅙ page	5,500	4,950	4,450

Preferred positions: Special positions requested by the advertiser are subject to availability and an additional charge of 10 percent.

First-time advertisers must pay in advance to establish credit.

INSERTS AND BRCs

Rates

Business reply card*	\$14,000
2 page	20,944
4 page	30,016

*Also must run a half-page (or larger) ad.

Specifications

SIZE: Minimum flat size is 8.5" x 3.5".

Maximum flat size is 14.5" x 7"—depending on how furnished card is folded.

Minimum folded size is 5" x 6"—requires a ⅜" low folio binding lap.

low folio binding lap.

Maximum folded size is page size of publication (8.38" x 10.88")—requires a ⅛" head, foot, and face trim; requires a ⅜" low folio binding lap.

BRCs must be on 75# stock and must be at least 3½" x 5" but no larger than 4¼" x 6" in order to meet postal requirements. A low folio binding lap is required.

STOCK: 50# minimum for folded; 70# minimum for flat; 80# maximum.

- Printer must approve sample or proof before insert is printed. Printer requires 5 percent overrun.
- Contact Jennifer Berney at 202/879-4420 or jberney@aft.org for more specific details on inserts.

DISCOUNTS AVAILABLE

Union discount: 15 percent discount for unions affiliated with the AFL-CIO and for AFT members.

Demographic discount: 10 percent discount for ads larger than ¼ page directed only at elementary or secondary teachers or higher education faculty.

Agency commission: 15 percent to accredited agencies only if paid within 30 days of the billing date.

Nonprofit discount: 15 percent to institutions and associations holding nonprofit status. Must submit Federal Tax Exempt ID number.

Terms: Net 30 days.

MECHANICAL REQUIREMENTS

Publication trim size: 8.38" x 10.88"

Column height: 9.75"

Printing: heat-set web offset

ISSUE AND CLOSING DATES

ISSUE	INSERTION ORDERS	MATERIALS DUE	MAIL DATE
Fall 2011	July 19	Aug. 19	Sept. 26
Winter 2011-2012	Oct. 6	Nov. 3	Dec. 16
Spring 2012	Jan. 6	Feb. 3	Mar. 16
Summer 2012	April 6	May 4	June 15

Cancellations are not permitted after the closing date for insertion orders.

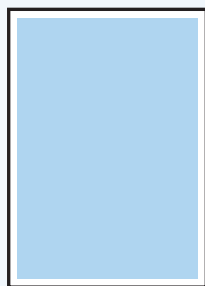
MATERIALS

Files accepted: InDesign CS (or later) or pdf (press optimized). Files can be posted to our FTP site. Please call or e-mail Jennifer Berney for instructions. Be sure to include images, printer and screen fonts (Postscript Type 1 preferred), and all supporting files. High resolution digital color proof preferred. A laser proof is acceptable, but the AFT cannot be responsible for the color quality if a laser proof is provided.

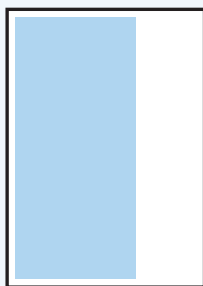
Preprinted inserts: Furnished by advertiser. Contact Jennifer Berney for acceptability, mechanical requirements, closing date, and shipping instructions.

Shipping instructions: Send all insertion orders, files, and instructions to Jennifer Berney, Production Coordinator, *American Educator*, 555 New Jersey Ave. N.W., Washington, DC 20001-2079; 202/879-4420; fax 202/879-4534; or e-mail jberney@aft.org. Inserts and BRCs must be shipped directly to the printer. Call for instructions.

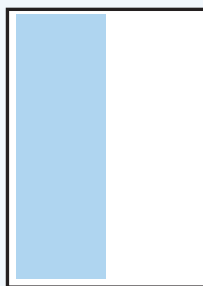
AD SIZES (in inches)



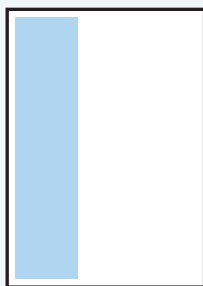
FULL
7.64 x 10.2
BLEED
8.6 x 11.2



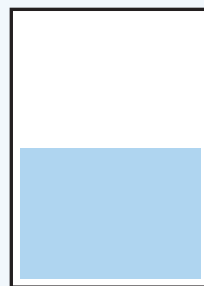
TWO-THIRDS VERTICAL
4.75 x 9.75



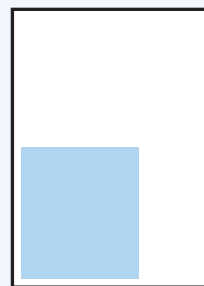
ONE HALF VERTICAL
3.54 x 9.75



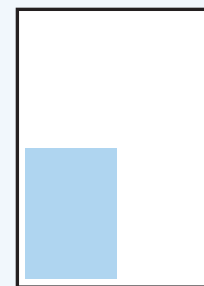
ONE-THIRD VERTICAL
2.3 x 9.75



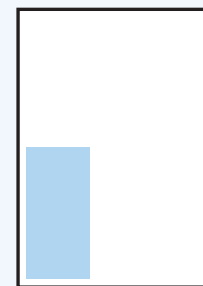
ONE-HALF HORIZONTAL
7.25 x 4.64



ONE THIRD SQUARE
4.75 x 4.64



ONE-FOURTH
3.54 x 4.64



ONE SIXTH
2.3 x 4.64