

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 publication.
- 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 within 12 consecutive months.
- The advertiser and its agency shall be jointly liable for payment of all advertising placed in *American Teacher*.
- 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: 919,000

Readers: Teachers, librarians, curriculum directors, elected officials and guidance counselors in the following categories:

K-12.....751,000

Retirees..... 168,000

American Teacher is published for classroom teachers from preschool through high school. It covers a wide range of news on educational, political and union issues at the local, state and international levels, and includes organizational news of the American Federation of Teachers.

When you advertise in *American Teacher*, your ad **may** also run in *On Campus* at no additional cost, which is sent to approximately 190,000 higher education faculty. Since *On Campus* produces six issues per year, but *American Teacher* produces eight issues per year, we cannot guarantee that your ad will appear in *On Campus*.

MISCELLANEOUS

Established: 1916

Issues per year: Eight—monthly in September, October, November, February, March and April, with combined December/January and May/June issues.

Subscription price: \$12 a year for nonmembers.

Published by:

American Federation of Teachers, AFL-CIO
555 New Jersey Ave. N.W.
Washington, DC 20001-2079
202/879-4430

ADVERTISING OFFICES

For all advertising questions, call:

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



RATE CARD

NUMBER 38 EFFECTIVE SEPTEMBER 1, 2009
SHARON WRIGHT, PRODUCTION MANAGER
555 NEW JERSEY AVE. N.W.
WASHINGTON, DC 20001-2079

202/879-4432
202/783-2014 (FAX)
swright@aft.org

GENERAL ADVERTISING RATES

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

Maximum folded size is page size of publication (8.38" x 10.88")—requires a 1/8" head, foot, and face trim; requires a 3/8" low folio binding lap.

BRCs must be on 75# stock and must be at least 3 1/2" x 5" but no larger than 4 1/4" 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 Sharon Wright at 202/879-4432 or swright@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.

Coordinated advertising discount: New advertisers receive a 25 percent discount when advertising in *American Teacher* and *American Educator*. Existing advertisers in either publication who add the other receive a 25 percent discount.

Demographic discount: 10 percent discount for ads larger than 1/4 page directed only at elementary or secondary teachers.

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.

ISSUE AND CLOSING DATES

| ISSUE | INSERTION ORDERS | MATERIALS DUE | MAIL DATE |
|---------------------|------------------|---------------|-----------|
| September 2009 | July 2 | July 16 | Aug. 17 |
| Oct./Nov. 2009 | Aug. 6 | Aug. 20 | Sept. 21 |
| Dec. 2009/Jan. 2010 | Oct. 8 | Oct. 22 | Nov. 23 |
| February 2010 | Nov. 20 | Dec. 4 | Jan. 19 |
| March/April 2010 | Jan. 6 | Jan. 20 | Feb. 22 |
| May/June 2010 | March 12 | March 26 | April 26 |

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

MECHANICAL REQUIREMENTS

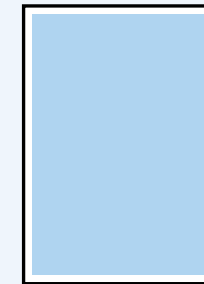
Publication trim size: 8.38" x 10.88"

Column height: 9.75"

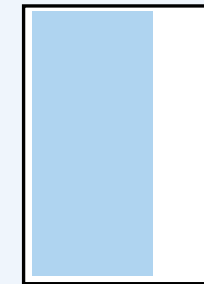
Printing: heat-set web offset

MATERIALS

AD SIZES (in inches)



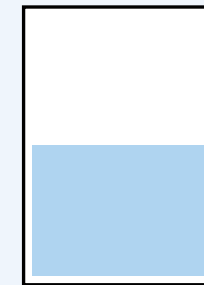
FULL
7.64 x 10.2
BLEED
8.6 x 11.2



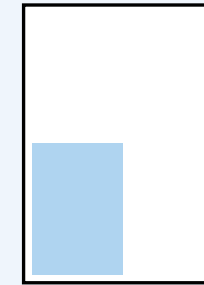
TWO-THIRDS VERTICAL
4.75 x 9.75



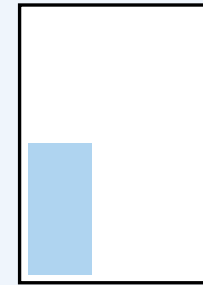
ONE-THIRD VERTICAL
2.3 x 9.75



ONE-HALF HORIZONTAL
7.25 x 4.64



ONE-FOURTH
3.54 x 4.64



ONE SIXTH
2.3 x 4.64

Files accepted: InDesign CS (or later) or pdf (press optimized). Files can be posted to our FTP site. Please call or e-mail us 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 Sharon Wright for acceptability, mechanical requirements, closing date, and shipping instructions.

Shipping instructions: Send all insertion orders, files, and instructions to Sharon Wright, Production Manager, *American Teacher*, 555 New Jersey Ave. N.W., Washington, DC 20001-2079; 202/879-4432; fax 202/783-2014; or e-mail swright@aft.org. Inserts and BRCs must be shipped directly to the printer. Call for instructions.