

edcal

display ad rate card

effective 7/09

display ads (products & services)

Display advertisements for products and services, such as university programs and school improvement methods, run in the main section of EdCal. Display advertisements reach school administrators making billions of dollars in purchasing decisions.

open rate

\$37 per column inch (net). A column inch is 14.6 picas (2.375 inches) wide by 1 inch deep. Display ads must be at least 4 column inches.

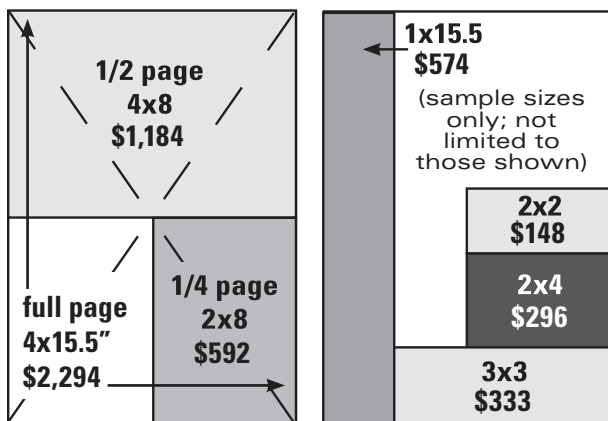
Full page ad: 4 col.(10.25") x 15.5" (62 column inches/\$2,294)

Half-page ad: 4 col.(10.25") x 8" (32 column inches/\$1,184)

Quarter-page ad: 2 col.(5") x 8" (16 column inches/\$592)

back page ads

We now offer the back page of EdCal in both grayscale and two-color for a net rate of: \$2,500 for grayscale, \$3,000 for two-color. Back page ad size is 4 col. (10.25") x 15.5" (full page only).



Note regarding size chart: The first number indicates column width, from 1 to 4 columns, while the second number indicates vertical inches. A 4x8 ad is 4 columns (10.25") wide by 8" tall. See width dimensions chart for column-to-inch comparisons.

conditions

All advertising copy is subject to approval by the Association of California School Administrators. EdCal reserves the right not to publish any advertising copy submitted within its sole and absolute discretion for any reason whatsoever.

- Camera-ready copy for display ads must be submitted in final form by 12:00 p.m. Monday, one week prior to publication. (In the case of Monday holidays, the deadline is Tuesday at 12:00 p.m.)
- Additional charges may be incurred for ads requiring typesetting or other production work.
- Ads may be cancelled within 24 hours of submission deadline. Cancellations are not accepted after 24 hours (Tuesday 12:00 p.m.). Advertisers may request that ads do not run, but payment for ad will not be refunded after 24 hours past submission deadline.
- Ads not conforming to EdCal's standard column widths will be re-bordered or reduced in size to fit.
- EdCal does not accept political advertising, advertising simulating editorial content, advertising deemed misleading or offensive to members, advertising inconsistent with the programs and purposes of the association or in conflict with association-sponsored programs.
- EdCal reserves the right to cancel or reject any advertising that does not conform to the standards of the publication or the association.
- Rates are subject to changes on 30 days written notice from publisher.
- Publisher's liability for error will not exceed the cost of space occupied by such error.
- The publisher reserves the right to hold an advertiser and/or an advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- The agency and advertiser warrant that they possess the full rights to publish the contents of the advertising copy. The advertiser and agency agree to defend, indemnify, hold harmless ACSA from any claim against ACSA arising out of the publication of such advertisements, including those resulting from libel, violation of rights of privacy, plagiarism or copyright infringement.

deadlines & placement

Display ads are due by 12:00 p.m. on Monday for the following Monday's EdCal. We do not guarantee page placement. To purchase a display ad, contact ACSA Communications Coordinator Emily Senecal at esenecal@acsa.org or 916.329.3833.

non-publish dates

EdCal is published weekly except for the following dates in 2011-12: July 11 & 25, Aug. 1, 15 & 29, Sept. 12, Oct. 10 & 24, Nov. 7 & 28, Dec. 5, 12 & 26, Jan. 2, April 9, June 4.

width dimensions

- 1 column 2.375 inches (14.6 picas)
- 2 columns 5 inches (30 picas)
- 3 columns 7.625 inches (46 picas)
- 4 columns 10.25 inches (61.6 picas)

file format

Email your artwork in high-resolution PDF to esenecal@acsa.org.

color

All display ads are grayscale, with the exception of back page ads, which can be grayscale or two-color (black and weekly issue color).

Submit two-color back page ad artwork using CYAN and BLACK only.

payment & discounts

ACSA will invoice for display ads at the end of each month; we also accept VISA and MasterCard.

Rate breaks from 2 percent to 10 percent are guaranteed after a minimum accumulation of 62 column inches (the equivalent of a full page) is purchased in one fiscal year. Advertising agencies may take a 10 percent discount, but no frequency discounts will be applied to space purchased through agencies.