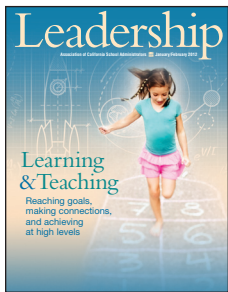


Leadership

Advertising Rate Card • Association of California School Administrators

Five Good Reasons to Advertise:



- 1. Circulation...** Leadership magazine is mailed directly to these California leaders:
- More than 90 percent of all superintendents, assistant superintendents and business managers.
 - Three quarters of all principals, assistant principals and other school leaders, including school business administrators, curriculum directors, personnel administrators, food service

and transportation managers, facilities planners, and more.

- State Department of Education officials, school board members, legislators and other state officials.

2. Readership...

Leadership reaches more than 50,000 educators. Readers pass along their issues of the magazine to at least two colleagues, board members, teachers or other staff members, according to readership surveys. Online access to the magazine provides additional visibility.

3. Purchasing power...

California school administrators are the leaders who make purchasing decisions about the \$50 billion worth of products and services their schools and districts need each year.

4. Editorial purpose...

Since 1971, Leadership has been respected by school administrators and other education experts as the source of valuable research reports, case studies, "how-to" articles and editorials on topics important to their day-to-day job activities. Topics typically covered in the magazine include curriculum, technology, professional learning, closing the achievement gap, school finance, assessment, teaching and learning, school safety, instructional leadership and school reform.

5. Quality content...

As the winner of several national awards, Leadership magazine is recognized as a leading publication for education's key decision-makers. Surveys show that ACSA members find Leadership magazine does an excellent job of keeping members informed on education issues and best practices, and is one of the most important benefits provided by the Association. Leadership magazine provides an excellent forum for school leaders to share their successes and keep current on vital education issues.

Advertising Rates

Black and white

	1 time	3 times	5 times
full page	\$1,520	\$1,425	\$1,320
2/3 page	\$1,230	\$1,155	\$1,070
1/2 page	\$986	\$926	\$858
1/3 page	\$758	\$712	\$660
1/6 page	\$530	\$499	\$461
spread	\$2,884	\$2,710	\$2,408

Covers

inside front	\$2,292	\$2,154	\$1,993
inside back	\$2,186	\$2,054	\$1,901
back	\$2,793	\$2,625	\$2,429

Color

Four-color (process) – \$800 additional per unit

Special positions

A 15 percent premium will be charged for placement of ad in a requested position (subject to availability).

Agency discounts

Recognized agencies receive 15 percent commission. Recognized agencies include an individual or group of individuals handling a minimum of three clients who make the media selection, handle the order within the deadlines, coordinate and process the space placed, submit all advertisements in camera-ready form, furnish and prepay all transportation charges on all printed material submitted, assume financial responsibility, and process prompt payment under the terms of this rate card. Agency commissions will only be paid on invoices paid within 60 days. No commission on production charges for spot color ads.

Frequency discounts

Advertisements must be inserted at least three times within 12 months to get the three-time frequency discount and at least five times within 12 months to get the five-time frequency discount. Frequency rates may also be earned by running multiple advertisements in the same issue. Different size ads may be combined to earn frequency discounts in a contract year. Credits earned by increasing frequency during a contract year will apply toward future billing for space. No cash rebates will be made.

Reserving advertising space and submitting artwork

To reserve advertising space or submit artwork, e-mail Diana Granger at granger@cwo.com. Phone: 530/642-0111.

Mechanical Specifications

Standard ad sizes

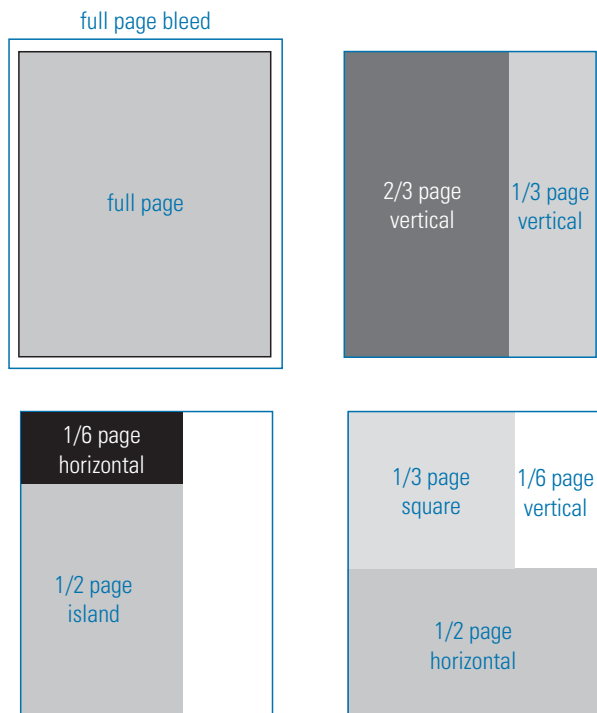
spread (bleed)	17 x 11 ^{1/4} "
spread	15 x 10"
full page bleed	8 ^{5/8} x 11 ^{1/4} "
full page	7 ^{1/4} x 9 ^{1/2} "
2/3 page	4 ^{3/4} x 9 ^{1/2} "
1/2 page (island)	4 ^{3/4} x 7 ^{1/2} "
1/2 page (horizontal)	7 ^{1/4} x 4 ^{3/4} "
1/3 page (vertical)	2 ^{1/4} x 9 ^{1/2} "
1/3 page (square)	4 ^{3/4} x 4 ^{3/4} "
1/6 page (vertical)	2 ^{1/4} x 4 ^{3/4} "
1/6 page (horizontal)	4 ^{3/4} x 2"

Trim size

8^{1/2} x 11," three columns to a page. Each column is 2^{1/4} x 9^{1/2}"

Requirements

Ads must be submitted electronically as a high resolution PDF, with all fonts and graphics embedded and crop marks indicated. E-mail artwork to granger@cwo.com. If you prefer to submit your artwork on CD, include all fonts, linked graphics and a PDF. Also include a printed laser proof that indicates crop marks. Halftones should be 133-line screen, 150 max.



Publication Dates

Leadership Magazine is published five times a year with issues dated September/October, November/December, January/February, March/April and May/June. For more information about topics covered in each issue, visit www.acsa.org/Leadershipthemes.

Deadlines

- Cancellations will not be accepted after the closing date for space reservations.
- Corrections cannot be guaranteed if materials are received after the closing date.
- Exact dimensions must be specified with reservations.

Contract Terms

- Credit may be granted to advertisers able to demonstrate a record of prompt payment of bills. We reserve the right to charge cash in advance. Invoices are due net 30 days. No cash discount. Interest on any overdue amount is 1.5 percent per month.
- Rates subject to change on 30 days written notice from publisher.
- Publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by deadline.
- Cancellation is not accepted after closing date for space reservations.
- An advertiser who fails to complete a committed schedule within the contract period will be subject to a short rate. Such cancellations will not be accepted after the closing date for space and must be in writing. The amount of the short rate is the difference between the order and the actual earned rate.
- Cancellation of any portion of a contract voids all rate and position protection.
- The publisher reserves the right to cancel or reject any advertising that does not conform to the standards of the publication or the association.
- The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- All advertisements are accepted and published by the publisher on the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. Advertiser and agency agree to indemnify and save the publisher harmless from any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement. The publisher is not responsible for errors in key numbers.
- Publisher's liability for error will not exceed the cost of space occupied by such error.

For more information and to reserve space contact Diana Granger, 530/642-0111 • e-mail granger@cwo.com.

Editorial office: ACSA Leadership magazine, 1029 J St. Suite 500, Sacramento, CA 95814 • 800/608-ACSA