

# 2018-19 display ad rate card

effective 7/1/2018

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



## open rates\*

\* Please note: rates listed do not apply to job openings published in the CareerConnect section.

### black & white:

**\$45 per column inch net.** See "standard ad sizes" for more information on column inches.

- 1/8-page ad: 8 column inches/\$360
- 1/4-page ad: 16 column inches/\$720
- 1/2-page ad: 32 column inches/\$1,440
- Full page ad: 62 column inches/\$2,790

### color:

**\$57 per column inch net.** See "standard ad sizes" for more information on column inches.

- 1/8-page ad: 8 column inches/\$456
- 1/4-page ad: 16 column inches/\$912
- 1/2-page ad: 32 column inches/\$1,824
- Full page ad: 62 column inches/\$3,534

### back page ads:

Back page ads can be either full or 1/2-page. Full page, 4 col. (10.25") x 15.5"; or 1/2-page, 4 col. (10.25") x 8"

- 1/2-page: \$1,595 black and white; \$1,925 color
- Full page: \$2,900 black and white; \$3,700 color

## non-publish dates

EdCal is published weekly except for the following dates in 2018-19: July 2, 9, 23; August 6, 20; Sept. 10, 24; Oct. 15, 29; Nov. 12, 26; Dec. 10, 17, 24, 31; Jan. 7; Feb. 18; April 8; May 13; June 3.

## deadlines & placement

**Display ad reservations & artwork are due by 12:00 p.m. PST on Monday for the following Monday's EdCal.** We do not guarantee page placement.

To place a display ad, contact Emily Agpoon at [eagpoon@acsa.org](mailto:eagpoon@acsa.org) or 916.329.3833.

## cancellations

Ads may be cancelled within 24 hours of submission deadline with no penalty (Tuesday 12:00 p.m.). Cancellations are not accepted after this time. Advertisers may request that ads do not run, but will be charged the full price of the ad after the cancellation deadline.

## artwork

Ads must be submitted electronically as a high resolution PDF, with all fonts and graphics embedded and crop marks indicated. Color ads must be in CMYK or will be converted.

Email artwork to [eagpoon@acsa.org](mailto:eagpoon@acsa.org).

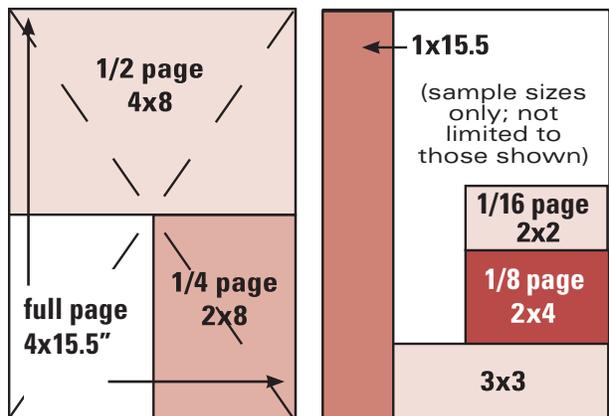
## standard ad sizes

A column inch is 14.6 picas (2.375 inches) wide by 1 inch deep. Display ads must be a minimum of 4 column inches total, and can be any increment of columns and whole inches up to full-page height (15.5").

Ad size	Width x Height = Total column inches
1/16-page:	2 col. x 2" = 4 column inches (minimum size)
1/8-page:	2 col. x 4" = 8 column inches
1/4-page:	2 col. x 8" = 16 column inches
1/2-page vert.:	4 col. x 8" = 32 column inches
1/2-page hor.:	2 col. x 15.5" = 31 column inches
3x3:	3 col. x 3" = 9 column inches
1x15.5:	1 col. x 15.5" = 15.5 column inches
Full page:	4 col. x 15.5" = 62 column inches

## 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)



**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.

## payment & discounts

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

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.

Rate breaks of 10 percent may be offered if ad space is reserved in three or more issues. Advertising agencies may take a 10 percent discount, but no frequency discounts will be applied to space purchased through agencies.

## 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. PST Monday, one week prior to publication. (In the case of Monday holidays, the deadline is Tuesday at 12:00 p.m. PST.)
- Additional charges may be incurred for ads requiring typesetting or other production work.
- Publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by deadline.
- 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 will be charged the full price of the ad if pulled 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.

## contacts

For display advertising questions or to place an ad, contact Emily Agpoon at 916.329.3833 or [eagpoon@acsa.org](mailto:eagpoon@acsa.org).

For general questions or to submit a news tip, contact Cary Rodda, editor, at 916.329.3812 or [crodda@acsa.org](mailto:crodda@acsa.org).

## publication calendar

July 1, 2018 – June 30, 2019

Publication Date	Ads Due 12:00 PM ★
July 16, 2018	July 9
July 30	July 23
August 13	August 6
August 27	August 20
September 3	August 27
September 17	September 10
October 1	September 24
October 8	October 1
October 22	October 15
November 5 †	October 29
November 19	November 12
December 3	November 26
January 14, 2019	January 7
January 21	January 14
January 28	January 22 †
February 4	January 28
February 11	February 4
February 25	February 19 †
March 4	February 25
March 11	March 4
March 18	March 11
March 25	March 18
April 1	March 25
April 15	April 8
April 22	April 15
April 29	April 22
May 6	April 29
May 20	May 13
May 27	May 20
June 10	June 3
June 17	June 10
June 24	June 17

† In the event of a Monday holiday, materials will be due Tuesday at 12:00 p.m. PST.

★ Deadline time listed does not apply to job announcements in the CareerConnect section.

† Issue distributed at Leadership Summit.

NOTE: Deadline may change if space is filled before Oct. 29. Please consider reserving early.