

edcal

display ad rate card

effective 9/1/2019

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 2019-20: July 1, 8, 22; August 12, 26; Sept. 9, 23; Oct. 14, 28; Nov. 11, 25; Dec. 2, 16, 23, 30; Jan. 6; Feb. 17; April 6; May 11; June 1, 22.

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 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.

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").

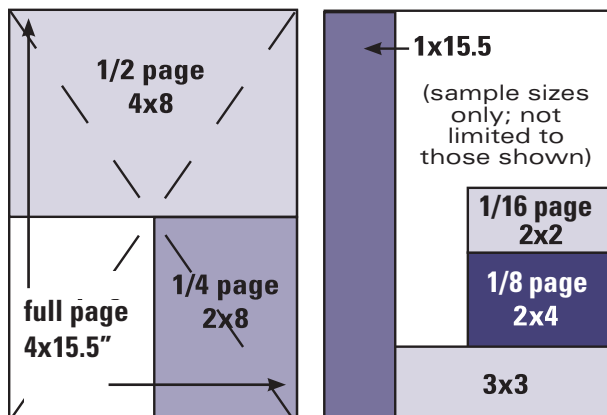
Ad size	Width x Height = Total column inches
1/16-page:	2 col. x 2" = 4 column inches (minimum size)
1/8-page:	2 col. x 4" = 8 column inches
1/4-page:	2 col. x 8" = 16 column inches
1/2-page vert.:	4 col. x 8" = 32 column inches
1/2-page hor.:	2 col. x 15.5" = 31 column inches
3x3:	3 col. x 3" = 9 column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

NEW: online ad catalog

Visit <http://bit.ly/edcal-ad-specs> for a full catalog of size, color and print/digital options.



digital banner ads

- Banner advertising is limited to 3 advertisers per online edition.
- Advertisers receive a horizontal banner ad on the bottom of the front page or an article page of the online edition, above the footer.
- 3 issue minimum requirement. Placement must be sequential, 3 issues or 10 issues in a row.
- Deadline for insertion and artwork is 12:00 p.m. the Monday prior to first publication date.
- Ad size is 1,500 pixels wide by 450 pixels tall, 200dpi. JPEG, PNG or GIF files only. Artwork must adhere to conditions listed on this page.
- Ads link to a website or custom link.

	Cost for 3 issues*	Cost for 10 issues*
Front Page	\$400	\$1,000
Article Page	\$300	\$800

* Rates are subject to change with 30 days notice.

payment & discounts

ACSA will invoice for display ads at the end of each month; we also accept credit cards.

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.

contacts

For display advertising questions or to place an ad, contact Emily Agpoon at 916.329.3833 or eagpoon@acsa.org.

For general questions or to submit a news tip or article, contact Michelle Carl, editor, at mcarl@acsa.org.

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.

2020-21 EdCal Publication Calendar

Publication Date	Ad Deadline
July 13, 2020	July 6
July 27	July 20
August 10	August 3
August 24	August 17
September 7	August 31
September 21	September 14
October 5	September 28
October 19	October 12
November 2 †	October 26
November 16	November 9
December 7	November 30
January 11, 2021	January 4

Publication Date	Ad Deadline
January 18	January 11
January 25	January 19 †
February 1	January 25
February 8	February 1
February 15	February 8
March 1	February 22
March 15	March 8
March 22	March 15
March 29	March 22
April 12	April 5
April 19	April 12
April 26	April 19

Publication Date	Ad Deadline
May 3	April 26
May 17	May 10
May 24	May 17
May 31	May 24
June 14	June 7
June 28	June 21

† In the event of a Monday holiday, deadline will be on Tuesday.

‡ Issue distributed at Leadership Summit. Deadline may change if space is filled before Oct. 26. Please consider reserving early.

Non-publish date

ACSA offices closed

JULY 2020						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST 2020						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER 2020						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER 2020						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER 2020						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER 2020						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JANUARY 2021						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY 2021						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

MARCH 2021						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL 2021						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY 2021						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JUNE 2021						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

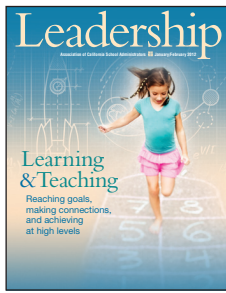
**FREE
Benefit**

Mobile device viewing! Leadership magazine will also be viewable on digital devices. The digital edition is a fully interactive digital version. Every advertisement receives a FREE eLink to the web address of choice. Digital editions are also viewable on iPads and most smart phones.

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

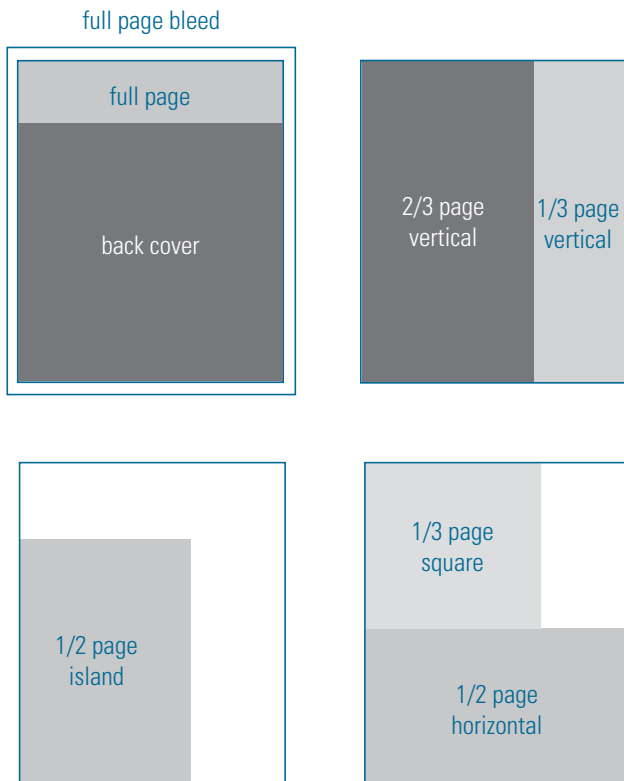
full page bleed.	9 x 11 ^{1/2} "
full page.	7 ^{1/4} x 9 ^{1/2} "
Back cover	8 ^{3/4} x 8 ^{3/4} "
2/3 page.	4 ^{3/4} x 9 ^{1/2} "
1/2 page (island).	4 ^{3/4} x 7 ^{1/2} "
1/2 page (horizontal)	7 ^{1/4} x 4 ^{3/4} "
1/3 page (vertical)	2 ^{1/4} x 9 ^{1/2} "
1/3 page (square)	4 ^{3/4} x 4 ^{3/4} "

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

2020-2021 Advertising Deadlines & Themes

September/October 2020

Theme: **Student Health and Wellness**

Mindfulness • Life and school balance • Student safety and health • Mental health • Communicable disease prevention • Behavioral intervention • PBIS • Coping with school health crises • Coping with crises outside of school • Sex education • Inclusiveness *and...more!*

Space reservation: June 29, 2020 Artwork deadline: July 27, 2020

November/December 2020

Theme: **Through the Lens of Community Partnerships**

Leveraging community partnerships • Non-profits • School boards • PTA/PTO/PTC • Growing engagement with parents and the community • Businesses and foundations • Public and private partnerships • Social media marketing • Outreach beyond your district website and social media accounts • Community schools • Afterschool activities *and more!*

Space reservation: Aug. 24, 2020 Artwork deadline: September 21, 2020

January/February 2021

Theme: **Equity—Through the Lens of Data**

Early intervention testing and tactics • California School Dashboard and LCAP • Gender strategies • Engaging Leaders • Using data to close student group and achievement gaps • Access to AP courses • Data insight • The Digital Divide • English learners • Students with disabilities • Racial/ethnic groups • Foster youth *and...more!*

Space reservation: Oct. 26, 2020 Artwork deadline: Nov 30, 2020

March/April 2021

Theme: **Career Readiness**

Preparing students for jobs that don't yet exist • The gender gap in STEAM and STEM • Diverse workforces • CTE and academies • Agriculture programs and FFA • Women in science and math • Digital citizenship • Project management • Educating students on adult responsibilities • Soft skills, *and ...more!*

Space reservation: Jan. 11, 2021 Artwork deadline: Jan. 26, 2021

May/June 2021

Theme: **Student Voices** (submissions by student authors) *This very popular theme issue gives students an opportunity to speak to these issues for administrators to learn from*

Youth leadership • Technology in the classroom • Time management • Social engagement • College and career • Student stories • Perspectives on the California education system • Mental wellness • Alternative education • Balancing athletics and academics • Are students too busy? • CTE and academies • College entrance exams • Scholarships • Students working full-time jobs • Language barriers • Undocumented students and families • Bullying • Counselors, *and...more!*

Space reservation: Feb 22, 2021 Artwork deadline: March 22, 2021

CONTACT:

Diana Granger ▪ **Phone:** 530-642-0111 ▪ **E-mail:** granger@cwo.com

▪ Exact dimensions must be specified with reservations.