

EdCal Advertising Insertions: Rate and Policy

Pricing:

EdCal offers an option for freestanding inserted advertisements at the rate of \$250 per 1,000 inserts or portion thereof. The advertisement must be inserted into the entire circulation, which stands as of April 2018 at 18,500 (total cost, \$4,625). Price does not include printing.

Specs and Printing:

The advertiser is responsible for all printing and shipping costs associated with the insert.

The advertisement must measure no more than 8.5x11 flat or folded and be no more than 8 pages total (4 sheets, double-sided). Inserts can be color or grayscale.

Examples include:

- 8.5x11 single page
- Trifold brochure up to 8.5x11
- 4 page publication, 11x17 folded

ACSA will confirm the total number of inserts needed when insert is scheduled.

It is the advertiser's responsibility to deliver inserts to the printer no later than five days prior to publication, on or before the Wednesday prior to the publication date. ACSA holds no responsibility for misdirected or incorrectly delivered inserts.

Inserts must be delivered no later than the Wednesday prior to publication to the EdCal printer in Sacramento, CA. Address provided on scheduling. Boxes MUST be marked: "EdCal Insert [PUBLICATION DATE], Box X of XX"

Scheduling and Approval:

Inserts must be approved by the EdCal editorial team prior to acceptance. Acceptance should be established before planning or printing an insert.

Contact Emily Agpoon at 916.329.3833 or eagpoon@acsa.org to begin the process of scheduling an insertion.

Conditions:

- No more than two inserts will run in any addition, and all ACSA materials will take precedence.
- 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.
- Inserts may be cancelled the Monday prior to publication at 12:00 p.m. (one week in advance). Cancellation after the deadline may incur a charge.
- 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.