

# edcal

## display ad rate card

effective 7/1/2020

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 certain non-publish dates throughout the year. Please see the current publication calendar for a list of publish dates.

### 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").

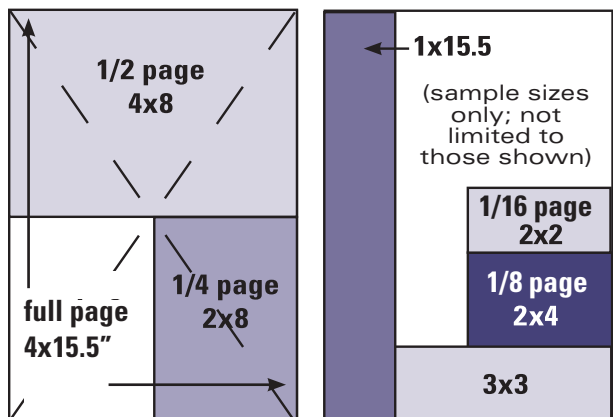
Ad size	Width x Height = Total column inches
1/16-page:	2 col. x 2" = 4 column inches (minimum size)
1/8-page:	2 col. x 4" = 8 column inches
1/4-page:	2 col. x 8" = 16 column inches
1/2-page vert.:	4 col. x 8" = 32 column inches
1/2-page hor.:	2 col. x 15.5" = 31 column inches
3x3:	3 col. x 3" = 9 column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

### 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 on two article pages of the online edition, placement TBD at or below the fold.
- 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 600 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.

	<b>Total cost for 3 issues*</b>	<b>Total cost for 10 issues*</b>
<b>Front Page</b>	\$400	\$1,000
<b>Article Page (2 ads per issue)</b>	\$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](mailto:eagpoon@acsa.org).

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