

RATE CARD 2012

» Internet@Schools 2012 Rate Card #18

Prices are quoted as black & white rates. For four-color process, add \$1,195 per page.

SIZE	DIMENSIONS	1x	3x	5x
Full Page Spread	15 ¹ / ₂ "w x 10"d	\$5,550	\$5,100	\$4,900
Full Page	7" x 10"	\$2,775	\$2,550	\$2,450
2/3 Page Horizontal	7" x 6 ¹ / ₈ "	\$2,350	\$2,155	\$2,070
2/3 Page Vertical	4 ¹ / ₂ " x 9 ¹ / ₄ "	\$2,350	\$2,155	\$2,070
1/2 Page Spread	15 ¹ / ₂ " x 4 ¹ / ₂ "	\$4,100	\$3,760	\$3,600
1/2 Page Horizontal	7" x 4 ¹ / ₂ "	\$2,050	\$1,880	\$1,800
1/2 Page Vertical	4 ¹ / ₂ " x 7"	\$2,050	\$1,880	\$1,800
1/3 Page Square	4 ¹ / ₂ " x 4 ¹ / ₂ "	\$1,860	\$1,720	\$1,670
1/3 Page Vertical	2 ¹ / ₈ " x 9 ¹ / ₄ "	\$1,860	\$1,720	\$1,670
1/6 Page Vertical	2 ¹ / ₈ " x 4 ¹ / ₂ "	\$1,590	\$1,460	\$1,420

Bleeds

Bleeds are available for Full Page, Full Page Spread, and 1/2 Page Spread sizes only (15% extra charge for bleeds)

	FULL PAGE	FULL PAGE SPREAD	1/2 PAGE SPREAD
Bleed size	8 ³ / ₄ "w x 11 ³ / ₈ "d	17" w x 11 ³ / ₈ "d	17" w x 5 ⁵ / ₈ "d
Trim Size	8 ¹ / ₄ " x 10 ⁷ / ₈ "	16 ¹ / ₂ " x 10 ⁷ / ₈ "	16 ¹ / ₂ " x 5 ¹ / ₂ "
Live Copy	7 ¹ / ₂ " x 10 ¹ / ₄ "	16" x 10 ³ / ₈ "	16" x 5 ¹ / ₈ "

Advertising Regulations

- » A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
- » Advertisers using 3- or 5-time rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.
- » All advertising is subject to the publisher's approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.
- » Unless advertiser requests return of materials, they will not be returned, and later retrieval cannot be guaranteed.

Cancellations

Cancellations must be made in writing 30 business days prior to material deadlines.

Cover and premium positions are noncancelable.

Additional for Covers

- » 2nd cover \$495
- » 3rd cover \$445
- » 4th cover \$545

Special Positions

A 20% premium will be charged for a specified page or position on the page.

Color Ads (per page)

- » \$1,195 for 4-color process

Specifications

Publication size is 8¹/₄"w x 10⁷/₈"d. Editorial pages are 3 columns wide. The magazine is printed by web offset, perfect bound.

For more information please contact:

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CLOSING DATES:

	SPACE RESERVATIONS	AD MATERIALS DUE
January/February	11/15/11	12/01/11
March/April	1/17/12	2/2/12
May/June	3/19/12	4/3/12
September/October	7/17/12	8/2/12
November/December	9/17/12	10/3/12