



Advertising Rates and Specifications

August 2010

Ed Digest (www.eddigest.com), published since 1936, is an unmatched collection of articles about the serious issues facing the U.S. educational scene today. Each issue's content is a reliable source of information for those searching for solutions to problems in the classroom, in the school district, and beyond. Published September through May with 100% paid circulation.

Black/White Rates (applies to inside pages only) No bleeds allowed.

Per Insertion	1x	5x	9x
1 page	\$775	\$735	\$695
1/2 page	510	485	460
1/4 page	255	240	230
1 column inch	50	45	40

15% commissionable for print-ready ad materials. New advertisers inquire about special introductory rates. Classified ads accepted at display rates. No reading notices.

Color Rates (available on Covers only)

From standard process colors:

4 color	b/w rates plus \$594
2 color	b/w rates plus \$300

Inserts (furnished – Business Reply)

<u>Standard Card</u> (blank binding extension required)	\$450
<u>Double Card</u> (wrap-around format)	\$680

Note: samples or mockups must be submitted to the Advertising Department in advance for approval. When permission is obtained, quantities needed, shipping address, and deadline will be provided.

Online Advertising at www.eddigest.com (prices include a hot link to your website)

Banner Ad	468 x 60	\$360/mo	\$2500/yr
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Standard Ad Page Dimensions

<u>Ad Size</u>	<u>Ad Dimensions (Width x Depth)</u>
1 page	4-1/4" x 6-1/4"
1/2 horizontal	4-1/4" x 3-1/8"
1/2 vertical	1-15/16" x 6-1/4"
1/4 vertical	1-15/16" x 3-1/8"
1 column	1-15/16" x 1"

Advertising Department Contact Information

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Cancellations are not accepted after close date. Publisher has the right to refuse ads deemed not in keeping with the goals of Ed Digest and accepts no responsibility for claims made by advertisers.