

teaching^{PRE}k-8[®]

2007-08 RATE CARD #28

(effective August/September 2007 issue)

Publishing/Production Office

40 Richards Avenue, Norwalk, CT 06854
203-855-2650, 203-855-2656 fax
Mail@TeachingK-8.com, www.TeachingK-8.com

Allen A. Raymond, *President/Publisher*
Patricia Broderick, *Vice President/Editorial Director*
Katie McManus, *Associate Publisher*
Christine Weglinski, *Production Manager*

Advertising Offices

Carol Mata, *Advertising Director*
607 N. Canyonwood Drive
Dripping Springs, TX 78620
800-992-6411
866-476-2602 fax
Carol@TeachingK-8.com

Janice Welch, *Eastern Advertising Manager*
42 Jackson Road
Taylorsville, GA 30178
888-440-7054
858-300-5272 fax
Janice@TeachingK-8.com

Mailing and Shipping Instructions

Christine Weglinski, *Production Manager*
Teaching K-8
40 Richards Avenue
Norwalk, CT 06854
203-855-2655

Issuance and Closing Dates

Teaching K-8 is published eight times during the school year, August/September through May, with a combined November/December issue. Copies are mailed 15th of month preceding issue date.

Issue Date	Close	Materials Due
August/September '07	June 13	June 20
October	August 3	August 10
November/December	September 14	September 21
January '08	November 2	November 9
February	November 30	December 7
March	January 4	January 11
April	February 1	February 8
May	February 29	March 7

Circulation

Paid circulation to elementary teachers, from preschool through grade eight. Member, Audit Bureau of Circulations (ABC). Consult publisher for current circulation. Established in 1971. Single copy, \$4.50; per year, \$16.00.

Black-and-White Advertising Rates

	1 Time	3 Time	6 Time	8 Time	12 Time
Page	\$7,760	7,135	6,840	6,495	6,195
2/3 page	5,175	4,915	4,555	5,415	4,150
1/2 island	4,275	3,945	3,765	3,580	3,415
1/2 horiz.	4,015	3,705	3,540	3,375	3,220
1/3 page	2,725	2,495	2,400	2,290	2,185
1/6 page	1,435	1,320	1,275	1,185	1,150

Four-Color Advertising Rates

Four-color	1 Time	3 Time	6 Time	8 Time	12 Time
Page	\$9,700	9,075	8,775	8,455	8,145
2/3 page	6,485	6,060	5,855	5,660	5,430
1/2 island	5,580	5,240	5,060	4,890	4,710
1/2 horiz.	5,315	5,005	4,835	4,665	4,515
1/3 page	3,640	3,400	3,310	3,190	3,100
1/6 page	2,350	2,225	2,185	2,100	2,065

Bleed: No charge

Back Cover: Earned rate, plus 10%

Special Advertising Opportunities

Catalog Shopper \$1,370 net

This all-advertising section features catalogs offered by advertisers. Each unit is 1/8 page. Advertiser provides catalog or high-resolution electronic file plus no more than 50 words of copy.

Catalog image size 1 1/4" (w) x 1 11/16" (h).

Classifieds

Minimum, one inch – 2 1/4" (w) x 1" (h)

One inch – \$315 net

Two inches – \$570 net

Three inches – \$825 net

No additional frequency discounts. Fractional inches will be priced accordingly; Advertiser has the option of providing production-ready material, or *Teaching K-8* will handle typesetting and production at an additional charge.

Business Reply Cards \$3,625 net

Single-card: \$3,625 plus minimum one page of accompanying space.

Maximum card size 6 1/2" x 10" Card Inserts 70# offset
Cards and less-than-page size inserts will be positioned at bottom of page.

BRCs should be shipped to *Teaching K-8*,
c/o RR Donnelley, 377 Industrial Park Road,
Mount Jackson, VA 22842

Call *Teaching K-8* production department for deadlines.

See other side for more information.

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Inserts

Contact publisher for mechanical specifications, quantities, shipping instructions and cost for single-sheet, 4-page, 6-page, 8-page inserts and posters. Minimum stock weight 60#.

Untrimmed	8 1/4" x 10 3/4"
Trim Size	7 7/8" x 10 1/2"

Allow 1/8" trim at the head, 1/8" trim at the foot, 1/8" trim at the binding edge and 1/8" at the outside edge. There should be no live matter less than 1/2" from spine or trim.

Important: Consult publisher for custom specifications.

Inserts should be shipped to *Teaching K-8*, c/o RR Donnelley, 377 Industrial Park Road, Mount Jackson, VA 22842

Gatefolds

Consult publisher for specifications and prices.

Printing Specifications

Mechanical Requirements

Trim size 7 7/8" x 10 1/2". Please build bleed pages to trim size with a minimum of 3/8" bleed at head, foot, gutter and face. Printed web offset. Perfect bound.

(in inches)	Non Bleed		Bleed	
	width	height	width	height
(2 facing pages)	15" x 9 3/4"		16" x 10 3/4"	
Full page	7" x 9 3/4"		8 1/4" x 10 3/4"	
2/3 page	4 5/8" x 9 3/4"		4 7/8" x 10 3/4"	
1/2 page spread			16" x 5 1/4"	
1/2 page (horiz.)	7" x 4 3/4"		8 1/4" x 5 1/3"	
1/2 page (island)	4 5/8" x 7 1/4"		4 7/8" x 7 1/2"	
1/3 page (vertical)	2 1/4" x 9 3/4"		2 7/8" x 10 3/4"	
1/3 page (square)	4 5/8" x 4 3/4"			
1/6 page (vertical)	2 1/4" x 4 3/4"			
1/6 page (horiz.)	4 5/8" x 2 3/8"			

Teaching K-8 is printed computer-to-plate using a PDF-based workflow. All advertisements process more efficiently when supplied with Macintosh-originated digital files and a SWOP standard proof. PDF/X-1a:2001 files are the preferred format.

Guidelines

These guidelines apply to all advertisements. Most of the details listed below are inherently met when saving or converting documents to the PDF/X-1a:2001 standard.



For detailed instructions on how to create a PDF/X-1a, download a full version of our media kit @ www.TeachingK-8.com/archives/media_kit.html

Proofs: A quality proof must accompany all advertising materials.

Files: In all situations, please include the corresponding native files when submitting your advertisement file.

Type/Fonts (if not PDF/X-1a): Adobe Type 1 fonts are preferred. TrueType fonts [TTF] are also supported. Include screen and printer fonts used. When specifying font characteristics – i.e., bold, italic – use the styled font within the font family, instead of style menus or buttons.

File Type (if not PDF/X-1a): Submit your ad as a PDF (preferred) or as a QuarkXpress, InDesign, Photoshop or Illustrator file, saved as an EPS or TIFF.

Colors (if not PDF/X-1a): Use process CMYK colors, not RGB or index colors. When specifying a PMS color as a second color, you must notify *Teaching K-8* of the PMS color.

Commission

15% of gross billing is allowed to recognized advertising agencies on space and color. No cash discounts.

General

The publisher, Early Years, Inc., reserves the right to reject any advertisement that in its opinion is not in keeping with the publication's standards. The advertiser agrees to indemnify and protect the publisher from any claims or actions based on the unauthorized use of any person's name or photographs of any sketch, map, words, labels, trademarks or other copyrighted matter, or based on libelous statements in connection with advertising purchased according to terms of this rate card. The publisher reserves the right to add the word "Advertorial" to copy that resembles editorial matter.

Short Rates and Rebates: Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they have not used the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower cost than that at which they have been billed. Only current, uncompleted contracts may be revised.

Rate Protection Clause: Proper notification will be given of any rate changes. Contracts may be cancelled at the time the change in rate becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.