Advertising Rates and Specifications - 2020

Society Affiliation: American Educational Research Association (AERA)

Readership profile: *Educational Researcher* is read by the AERA membership, which consists of faculty, researchers, graduate students, and other distinguished professionals with rich and diverse expertise in education research. They work in a range of settings from universities and other academic institutions to research institutes, federal and state agencies, school systems, testing companies, and nonprofit organizations.

Editors: June Ahn, Thurston Domina, Andrew McEachin, Dana Thompson Dorsey, and Sarah Woulfin

Established in 1971, *Educational Researcher* is the flagship publication of AERA. It is published nine times per year and is received by all members of AERA. It contains scholarly articles that come from a wide range of disciplines and are of general significance to the educational research community.

The American Educational Research Association (AERA), founded in 1916 and based in Washington, D.C., aims to advance knowledge about education, to encourage scholarly inquiry related to education, and to promote the use of research to improve education and serve the public good. As the national interdisciplinary research society in education, AERA is dedicated to strengthening education research capacity by promoting research of the highest quality, undertaking education and training programs, and advancing sound research and science policy.

### Journal Information

**Print**
- Circulation: 1,000
- Frequency: 9 times per year

**Online**
- journals.sagepub.com/home/edr

### Advertising Rates & Information

#### Closing dates for print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Insert deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>30-Dec-19</td>
<td>06-Jan-20</td>
<td>16-Jan-20</td>
</tr>
<tr>
<td>March</td>
<td>28-Jan-20</td>
<td>04-Feb-20</td>
<td>14-Feb-20</td>
</tr>
<tr>
<td>April</td>
<td>02-Mar-20</td>
<td>09-Mar-20</td>
<td>19-Mar-20</td>
</tr>
<tr>
<td>May</td>
<td>30-Mar-20</td>
<td>06-Apr-20</td>
<td>16-Apr-20</td>
</tr>
<tr>
<td>July</td>
<td>26-May-20</td>
<td>02-Jun-20</td>
<td>12-Jun-20</td>
</tr>
<tr>
<td>September</td>
<td>28-Jul-20</td>
<td>04-Aug-20</td>
<td>14-Aug-20</td>
</tr>
<tr>
<td>October</td>
<td>01-Sep-20</td>
<td>08-Sep-20</td>
<td>18-Sep-20</td>
</tr>
<tr>
<td>November</td>
<td>29-Sep-20</td>
<td>06-Oct-20</td>
<td>16-Oct-20</td>
</tr>
<tr>
<td>December</td>
<td>21-Oct-20</td>
<td>28-Oct-20</td>
<td>09-Nov-20</td>
</tr>
</tbody>
</table>

#### Cover and Preferred Position Rates (Non-Cancelable)

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>Earned B&amp;W rate + 35%</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Earned B&amp;W rate + 50%</td>
</tr>
<tr>
<td>Facing Table of Contents</td>
<td>Earned B&amp;W rate + 30%</td>
</tr>
<tr>
<td>Facing First Text Page</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Other Specified Positions</td>
<td>Earned B&amp;W rate + 15%</td>
</tr>
</tbody>
</table>

#### Print Advertising Rates

**Black and White Rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$2,890</td>
<td>$2,791</td>
<td>$2,426</td>
<td>$2,307</td>
<td>$2,075</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,310</td>
<td>$2,265</td>
<td>$1,970</td>
<td>$1,870</td>
<td>$1,685</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,385</td>
<td>$1,360</td>
<td>$1,180</td>
<td>$1,125</td>
<td>$1,010</td>
</tr>
</tbody>
</table>

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**Color Rates:** Full page 4-Color charge (in addition to B&W rate above) $1,475

**Agency Commission:** 15%

**Payment Terms:** Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

### Other Promotional Opportunities

- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special Sections
- Custom Publications

#### Event opportunity:
- April 17-21, 2020 in San Francisco, CA
Website Banner Advertising:
Interact with your audience online with a banner ad placed on a journal’s website.
- **A:** 728x90 Leaderboard (pictured) top of page ad position for immediate exposure
- **B:** 300x250 Banner Ad (pictured) middle right of page to engage the most invested users
- **C:** Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper
  Lower middle, right of page

High Impact Banner Solutions:
Enhance your digital advertising with these rich media options
- Video, Scrolling, and Expandable Options
-Interstitial Banner Ad
-Sticky Banner

Other Digital Solutions:
- **Email Marketing:** eTocs and OnlineFirst Alert Sponsorships
- **Webinars:** a custom digital event package that includes promotion and event hosting
- **Microsites:** custom package to host your content and SAGE content in one place
- **Sponsored Digital Editions:** options include single article, full issue, or custom article compilations

See our Digital Advertising Ratecard or visit https://us.sagepub.com/en-us/nam/sage-digital-advertising for more information.

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**Policy and Guidelines**

**Trim size:** 8.375 x 10.875  
**Binding:** Saddle Stitched  
All advertising is subject to AERA approval. Ad dimensions are listed in inches. All live copy should be no closer than 1/4” from trim.

### Non-Bleed vs. Bleed

<table>
<thead>
<tr>
<th>Format</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7.875 x 10.375</td>
<td>8.625 x 11.125</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3.675 x 10.375</td>
<td>3.675 x 5</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7.875 x 5</td>
<td>3.675 x 5</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>3.675 x 5</td>
<td>3.675 x 5</td>
</tr>
</tbody>
</table>

**Requirements for Electronic Delivery**

**General Instructions**
A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

**Image Size/Crop**
Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8” minimum bleed is required on all sides.

**Proof Instructions**
**Color Ads** An identifiable SWOP-certified proof (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

**B&W Ads** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

**File Submission Instructions**
Please supply files on one of the following media: CD-ROM or e-mail. If e-mailing artwork, then send the proof in a separate package in the mail.

**EDR Inserts**
Tipped-in Inserts:
All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8” trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8” from gutter. All live copy should be no closer than 1/4” from the trim.
For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

**Digital Advertising Disclaimer:**
Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE’s approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

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**Contact Details**

**FOR DISPLAY AND CLASSIFIED ADVERTISING**

Cody Michel  
SAGE Publishing  
Fax: (805) 375-5282  
Phone: (805) 410-7231  
E-mail: cody.michel@sagepub.com

**FOR ARTWORK DELIVERY**

SAGE Publishing  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
E-mail: advertising@sagepub.com

**FOR PRE-PRINTED INSERTS**

Ship To:  
(list journal name, issue # and quantity on boxes/skid)  
Tina Pringle  
Dartmouth Printing  
69 Lyme Road  
Hanover, NH 03755 USA  
Phone: 603-643-2220 x 234

**FOR REPRINT AND SUPPLEMENT SALES**

Barbara Eisenberg  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7763  
Fax: (805) 410-7009  
E-mail: reprint@sagepub.com