ADVERTISING OPPORTUNITIES WITH JOURNAL OF TEACHER EDUCATION
Official Journal of the American Association of Colleges for Teacher Education
All Advertising subject to AACTE approval.

2016 PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>DISPLAY AND CLASSIFIED</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>10x</th>
<th>20x</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W</td>
<td>$1,150</td>
<td>$1,130</td>
<td>$1,040</td>
<td>$1,015</td>
<td>$915</td>
</tr>
<tr>
<td>½ page</td>
<td>$920</td>
<td>$900</td>
<td>$815</td>
<td>$795</td>
<td>$715</td>
</tr>
<tr>
<td>¼ page</td>
<td>$555</td>
<td>$540</td>
<td>$490</td>
<td>n/a</td>
<td>n/a</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: 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.

2016 DEADLINES

- January/February: Space reservation due: 11/6/15
- March/April: Space reservation due: 1/6/16
- May/June: Space reservation due: 3/8/16
- September/October: Space reservation due: 7/6/16
- November/December: Space reservation due: 9/7/16

2016 PRINT ADVERTISING RATES

- B&W 1x: $1,150
- B&W 4x: $1,130
- B&W 8x: $1,040
- B&W 10x: $1,015
- B&W 20x: $915

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

- Inside Front Cover: Earned B&W rate + 35%
- Inside Back Cover: Earned B&W rate + 25%
- Back Cover: Earned B&W rate + 50%
- Facing Table Of Contents: Earned B&W rate + 30%
- Facing First Text Page: Earned B&W rate + 25%
- Other Specified Positions: Earned B&W rate + 15%

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS
Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via e-mail.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS
Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company’s business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS
Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS
Target the mailing list of your choice by sponsoring subscriptions to the journal.
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DIGITAL OFFERINGS

JOURNAL WEBSITE: http://jte.sagepub.com

HOME PAGE

Banner 1: 728 x 90

INTERNAL PAGES

Banner 1: 728 x 90

ONLINE ADVERTISING RATES

Leaderboard (728 x 90) ............................................................... $50 CPM
Skyscraper (160 x 600) ............................................................... $50 CPM
Minimum buy: 10,000 impressions per month per banner

BANNER AD SPECIFICATIONS

Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
Maximum banner size: 100K
All artwork is subject to review/acceptance by publisher prior to placement.
Third party ad tags accepted.

E-MAIL MARKETING

ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Specs</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>728 x 90</td>
<td>$1,250</td>
<td>$1,150</td>
<td>$1,000</td>
<td>$850</td>
</tr>
</tbody>
</table>

Advertisers are also required to provide 40 words of text, which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC

Acceptable File Formats: GIF, JPG, PNG
Maximum size on banners: 40K
All artwork is subject to review/acceptance by publisher prior to placement.
GENERAL INFORMATION

FREQUENCY: 5 times/year

PRINT CIRCULATION: 5,800 Paid

PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320
USA. Phone: (805) 499-0721, Fax: (805) 410-7009

ASSOCIATION AFFILIATION: American Association of Colleges for Teacher Education

ABOUT THE ASSOCIATION
The American Association of Colleges for Teacher Education (AACTE) is a national alliance of educator preparation programs dedicated to the highest quality professional development of teachers and school leaders in order to enhance PK-12 student learning. The 800 institutions holding AACTE membership represent public and private colleges and universities in every state, the District of Columbia, the Virgin Islands, Puerto Rico, and Guam. AACTE’s reach and influence fuel its mission of serving learners by providing all school personnel with superior training and continuing education.

ABOUT THE JOURNAL
The Journal of Teacher Education (JTE) is a peer-reviewed professional journal of policy, practice, and research in the field of teacher education. Published since 1950, JTE is the oldest publication in the field of teacher education and school personnel preparation. It is jointly published by Corwin Press and the American Association of Colleges for Teacher Education (AACTE). AACTE is a voluntary association of institutions whose education programs prepare 90% of new U.S. teachers and other educators each year.

READERSHIP
The readership of the Journal of Teacher Education consists of higher education professionals who teach and train future educators.
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2016 SPECIAL EVENTS AND OPPORTUNITIES

<table>
<thead>
<tr>
<th>EVENT AND OPPORTUNITY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AACTE 68th Annual Meeting, February 23 – 25, 2016 Las Vegas, NV</td>
<td>Contact SAGE Representative for details</td>
</tr>
</tbody>
</table>

ARTWORK SPECIFICATIONS

Trim Size: 8 3/8” w x 11” h

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7” w x 10” h</td>
<td>8 3/4” w x 11 1/4” h</td>
</tr>
<tr>
<td>½ page horizontal</td>
<td>7” w x 4 7/8” h</td>
<td></td>
</tr>
<tr>
<td>½ page vertical</td>
<td>3 3/8” w x 10” h</td>
<td></td>
</tr>
<tr>
<td>¼ page vertical</td>
<td>3 3/8” w x 4 7/8” h</td>
<td></td>
</tr>
</tbody>
</table>

Live matter: ¼” from trim
Linescreen: 133-150

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. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND 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 ¼” from the trim.
For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS
Final size of all BRCs must be 4 1/4” x 6”.
Minimum paper weight is 7 pt.
Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING
Steve Clark
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7078
Fax: (805) 375-5282
E-mail: steve.clark@sagepub.com

FOR ARTWORK DELIVERY
Sajeevi Henry
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7356
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Mary Heiliger
CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext. 8145

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