MEDIA KIT
Effective January 2017

COUNCIL FOR EXCEPTIONAL CHILDREN

- Print Advertising
- Online Advertising
- Mobile Advertising
- E-mail Marketing
- Article Reprints
- Supplements
- Sponsored Subscriptions
ADVERTISING OPPORTUNITIES WITH
COUNCIL FOR EXCEPTIONAL CHILDREN
All advertising subject to CEC approval.

TEACHING EXCEPTIONAL CHILDREN 2017 ADVERTISING RATES

<table>
<thead>
<tr>
<th>BLACK &amp; WHITE</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$2,960</td>
<td>$2,900</td>
<td>$2,525</td>
<td>$2,400</td>
<td>$2,160</td>
</tr>
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<td>1/2 page</td>
<td>$2,370</td>
<td>$2,320</td>
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<tr>
<td>1/4 page</td>
<td>$1,420</td>
<td>$1,395</td>
<td>$1,215</td>
<td>$1,150</td>
<td>$1,035</td>
</tr>
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</table>

Classified Rates: $20 per line, 12 line minimum
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) $800

AGENCY COMMISSION: 15%

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

INSERTS AND OTHER HIGH-IMPACT OPPORTUNITIES

INSERTS (BOUND) — RATES FOR FURNISHED INSERTS:
- 2 page insert — 3 times the earned B&W rate
- 4 page insert — 5 times the earned B&W rate
- 6 page insert — 6 times the earned B&W rate
- 8 page insert — 8 times the earned B&W rate
- Business reply cards — earned B&W rate

HIGH-IMPACT PRINT ADVERTISING:
- **Cover Tips** — An exclusive way to place your message front and center with each journal reader.
- **Belly Bands** — Another exclusive visibility option. Your ad would wrap around the entire journal.
- **Outserts** — Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers

Please contact your representative for pricing and details on any of these options. Samples must be provided.

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 email.
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.

2017 DEADLINES

- **January/February**
  - Space reservation due: 11/11/2016
  - Materials due: 11/18/2016
  - Inserts due: 12/1/2016
- **March/April**
  - Space reservation due: 1/9/2017
  - Materials due: 1/17/2017
  - Inserts due: 1/26/2017
- **May/June**
  - Space reservation due: 3/15/2017
  - Materials due: 3/22/2017
  - Inserts due: 3/31/2017
- **July/August**
  - Space reservation due: 5/16/2017
  - Materials due: 5/23/2017
  - Inserts due: 6/2/2017
- **September/October**
  - Space reservation due: 7/12/2017
  - Materials due: 7/19/2017
  - Inserts due: 7/28/2017
- **November/December**
  - Space reservation due: 9/13/2017
  - Materials due: 9/20/2017
  - Inserts due: 9/29/2017

CONTACTS

DISPLAY AND CLASSIFIED ADVERTISING:
Mac McKay
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 490-7420
Fax: (805) 375-5282
E-mail: mac.mckay@sagepub.com

ARTWORK DELIVERY:
Katie Waters
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7219
Fax: (805) 410-7009
E-mail: advertising@sagepub.com
ADVERTISING OPPORTUNITIES WITH
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EXCEPTIONAL CHILDREN 2017 ADVERTISING RATES

BLACK & WHITE

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</tr>
<tr>
<td>Back Cover</td>
<td>Earned B&amp;W rate + 50%</td>
</tr>
<tr>
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ARTWORK DELIVERY

Katie Waters
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7219
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

2017 DEADLINES

Winter (January)
Space reservation due: 11/8/2016
Materials due: 11/15/2016
Inserts due: 11/28/2016

Spring (April)
Space reservation due: 2/10/2017
Materials due: 2/17/2017
Inserts due: 3/1/2017

Summer (July)
Space reservation due: 5/12/2017
Materials due: 5/19/2017
Inserts due: 5/31/2017

Fall (October)
Space reservation due: 8/10/2017
Materials due: 8/17/2017
Inserts due: 8/28/2017

SAGE Publishing
ADVERTISING OPPORTUNITIES WITH COUNCIL FOR EXCEPTIONAL CHILDREN
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GENERAL INFORMATION

ABOUT CEC

CEC is a professional association of educators dedicated to advancing the success of children with exceptionalities. We accomplish our mission through advocacy, standards, and professional development.

CEC members help serve 7.1 million children and youth with disabilities and 3 million children with gifts and talents. CEC members represent the myriad of professionals in the field of special education.

AREAS OF INTEREST

Learning disabilities, behavioral disorder, early childhood, administration, autism spectrum disorders, mild or moderate disabilities, multiple and severe/profound disabilities, children at risk, diversity, assistive technology, vocational and career education, transition, gifts and talents, teacher education, and more.

EMPLOYMENT SETTINGS

PreK-12 schools (public or private), universities, child care facilities, local education agencies, state or provincial education agencies, private practice, nonprofits, and vocational or technical schools.

CEC SPONSORSHIP OPPORTUNITIES

MAIL LIST RENTAL:
Candy Brecht
Senior List Manager and Broker MGI List Division
Phone: (703) 706-0833
E-mail: cbrecht@marketinggeneral.com

CEC CONVENTION EXHIBITS AND SPONSORSHIPS:
Bradley Eubank
Phone: (703) 995-2562
E-mail: bradley.eubank@jspargo.com
For more information, visit www.exhibits.cec.sped.org

CEC SMART BRIEF:
Joe Riddle
Publisher, SmartBrief Phone: (202) 737-5500
E-mail: jriddle@smartbrief.com

CEC CAREER CENTER:
www.cec.sped.org/careers
ABOUT TEACHING EXCEPTIONAL CHILDREN

*TEACHING Exceptional Children (TEC)*, published six times a year, features practical, peer-reviewed articles and in-depth content that present methods and materials for classroom use, as well as current issues in special education teaching and learning.

It is one of the most highly valued benefits identified by CEC members, as *TEC* readers are active and engaged, spending more than 60 minutes with each issue and sharing their issue with at least four additional people.

With the latest information on technology, strategies, procedures, and techniques with applications to students with exceptionalities, educators turn to *TEC* as their guide to enhance the classroom and learning experience for children with exceptionalities.

Advertising in *TEACHING Exceptional Children* gives you the opportunity to deliver your message to an exclusive CEC member readership of more than 6,000 teachers, administrators, and other special education professionals.

**AVERAGE CIRCULATION (PER ISSUE):** 6,090

**FREQUENCY:** Six times a year

ABOUT EXCEPTIONAL CHILDREN

Reach decision makers reading articles pertaining to the education and development of children and youth with exceptionalities through our flagship research journal, *Exceptional Children (EC)*.

Insightful and pioneering research, topical issues, and broad perspectives by leaders in the field have made *EC* the most respected scholarly journals in special education for more than 65 years. *EC* is authored by many notable experts in the field and was awarded a Journal Impact Factor of 2.796 in 2016 by the Thomson Reuters Journal Citation Report.

- The most widely cited special education journal.
- Each issue of EC reaches over 6,000 educators, with a pass-along readership of 7 professionals.
- 75% of readers save their copies for future reference for at least a year.


**AVERAGE CIRCULATION (PER ISSUE):** 6,090

**FREQUENCY:** Quarterly
**ADVERTISING OPPORTUNITIES WITH COUNCIL FOR EXCEPTIONAL CHILDREN**

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### 2017 SPECIAL EVENTS AND OPPORTUNITIES

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<th>CONFERENCE DISTRIBUTION</th>
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<tr>
<td>Council For Exceptional Children 2017 Convention and Expo</td>
<td>April 19-22, 2017</td>
<td>Boston</td>
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</tbody>
</table>

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### ARTWORK SPECIFICATIONS

#### TEACHING EXCEPTIONAL CHILDREN

- **Full page:**
  - **Live Area:** 7.75" × 10.375"
  - **Trim:** 8.25" × 10.875"
  - **Bleed:** 8.75" × 11.375"
  - **No Bleed:** 7" × 9.5"
- **1/4 page vertical:** 4.5" × 9.5"
- **1/2 page horizontal:** 7" × 4.67"
- **1/4 page vertical:** 2.125" × 9.5"
- **1/4 page square:** 4.5" × 4.5"

#### EXCEPTIONAL CHILDREN

- **Full page:**
  - **Live Area:** 6.375" × 9.5"  
  - **Trim:** 6.875" × 10"
  - **Bleed:** 7.375" × 10.5"
  - **No Bleed:** 5.5" × 8.33"
- **1/2 page vertical:** 2.67" × 8.33"
- **1/2 page horizontal:** 5.5" × 4"
- **1/4 page vertical:** 2.67" × 4"

#### 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 ¼” h x 6” w. 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.

**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 INFORMATION

#### FOR DISPLAY AND CLASSIFIED ADVERTISING:
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Phone: (805) 410-7219
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

#### FOR PRE-PRINTED INSERTS:
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle / Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220
E-mail: reprint@sagepub.com

#### 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

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The Council for Exceptional Children is a national organization dedicated to improving the lives of all people with exceptionalities. They offer various opportunities for advertisers to promote their products and services to members and stakeholders through their publications, conferences, and events. For more information, contact the specified advertising or artwork delivery representatives.