

# ADVERTISING OPPORTUNITIES WITH JOURNAL OF TEACHER EDUCATION

Official Journal of the American Association of Colleges for Teacher Education



*All Advertising subject to AACTE approval.*

## 2017 PRINT ADVERTISING RATES

### DISPLAY AND CLASSIFIED

B&W	1x	4x	8x	10x	20x
1 page	\$1,235	\$1,210	\$1,110	\$1,090	\$980
½ page	\$985	\$965	\$840	\$800	\$720
¼ page	\$595	\$580	\$505		

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.

## 2017 DEADLINES

### January/February

Space reservation due:	11/7/16
Materials due:	11/14/16
Inserts due:	11/23/16

### March/April

Space reservation due:	1/10/17
Materials due:	1/18/17
Inserts due:	1/27/17

### May/June

Space reservation due:	3/6/17
Materials due:	3/13/17
Inserts due:	3/22/17

### September/October

Space reservation due:	7/10/17
Materials due:	7/17/17
Inserts due:	7/26/17

### November/December

Space reservation due:	9/11/17
Materials due:	9/18/17
Inserts due:	9/27/17

## HIGH-IMPACT PRINT OPPORTUNITIES

**Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

**Cover Tips:** An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

**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. A sample must be submitted to the publisher for approval.

## COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover .....	Earned B&W rate + 35%	Facing Table Of Contents .....	Earned B&W rate + 30%
Inside Back Cover.....	Earned B&W rate + 25%	Facing First Text Page.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%	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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**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 the majority 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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**2017 SPECIAL EVENTS AND OPPORTUNITIES**

EVENT AND OPPORTUNITY	DETAILS
AACTE 69th Annual Meeting, March 2-4, 2017 Tampa, Florida	Contact SAGE Representative for details

**ARTWORK SPECIFICATIONS**

Trim Size: 8 3/8" w x 11" h

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 3/4" w x 11 1/4" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

Live matter: 1/4" 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 1/4" 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.**

**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.

**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