ADVERTISING OPPORTUNITIES WITH
AMERICAN EDUCATIONAL RESEARCH ASSOCIATION

All Advertising subject to AERA approval.

EDUCATIONAL RESEARCHER

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.

**FREQUENCY:** 9x/year

**PRINT CIRCULATION:** 23,610 Paid

2017 PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>DISPLAY AND CLASSIFIED</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W</td>
<td>$1,295</td>
<td>$1,165</td>
<td>$1,015</td>
<td>$965</td>
<td>$870</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,035</td>
<td>$1,015</td>
<td>$885</td>
<td>$840</td>
<td>$755</td>
</tr>
<tr>
<td>¼ page</td>
<td>$625</td>
<td>$610</td>
<td>$530</td>
<td>$505</td>
<td>$455</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) .............................................................. $1,275

**CLASSIFIED LINE ADVERTISING:**
Available in *Educational Researcher* only.

Rates: $5.50/word, $250 minimum

Text must be emailed as MS Word attachment to advertising@sagepub.com. Text due by the space reservations deadline as noted under *Educational Researcher* deadline schedule.

**AGENCY COMMISSION:** 15%

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

2017 DEADLINES

<table>
<thead>
<tr>
<th>MONTH</th>
<th>Space reservation due:</th>
<th>Materials due:</th>
<th>Inserts due:</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>12/27/16</td>
<td>1/4/17</td>
<td>1/13/17</td>
</tr>
<tr>
<td>March</td>
<td>1/26/17</td>
<td>2/2/17</td>
<td>2/13/17</td>
</tr>
<tr>
<td>April</td>
<td>3/1/17</td>
<td>3/8/17</td>
<td>3/17/17</td>
</tr>
<tr>
<td>May</td>
<td>3/29/17</td>
<td>4/5/17</td>
<td>4/14/17</td>
</tr>
<tr>
<td>June/July</td>
<td>5/24/17</td>
<td>6/1/17</td>
<td>6/12/17</td>
</tr>
<tr>
<td>September</td>
<td>7/27/17</td>
<td>8/3/17</td>
<td>8/14/17</td>
</tr>
<tr>
<td>October</td>
<td>8/30/17</td>
<td>9/7/17</td>
<td>9/18/17</td>
</tr>
<tr>
<td>November</td>
<td>9/28/17</td>
<td>10/5/17</td>
<td>10/16/17</td>
</tr>
<tr>
<td>December</td>
<td>10/23/17</td>
<td>10/30/17</td>
<td>11/8/17</td>
</tr>
</tbody>
</table>

2017 SPECIAL EVENTS AND OPPORTUNITIES

<table>
<thead>
<tr>
<th>EVENT AND OPPORTUNITY</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 AERA Annual Meeting, April 8-12, Washington DC</td>
<td>Contact your SAGE Representative</td>
</tr>
</tbody>
</table>
ADVERTISING OPPORTUNITIES WITH
AMERICAN EDUCATIONAL RESEARCH ASSOCIATION

All Advertising subject to AERA approval.

### American Educational Research Journal

Established in 1964, the *American Educational Research Journal (AERJ)* publishes original reports of all forms of scholarly inquiry on a broad range of topics. Many articles focus on improving school practice or on theories that apply directly to education. The journal is divided into two sections: “Social and Institutional Analysis” and “Teaching, Learning and Human Development.”

**FREQUENCY:** 6x/year

**PRINT CIRCULATION:** 10,980 Paid

#### 2017 Print Advertising Rates

<table>
<thead>
<tr>
<th>B&amp;W</th>
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<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,295</td>
<td>$1,165</td>
<td>$1,015</td>
<td>$965</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,035</td>
<td>$1,015</td>
<td>$885</td>
<td>$840</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) $1,275

**AGENCY COMMISSION:** 15%

### Educational Evaluation and Policy Analysis

Established in 1979, *Educational Evaluation and Policy Analysis (EEPA)* serves the multiple needs of the diverse specialists in educational evaluation and policy analysis and focuses on the integral relationship between these two activities.

**FREQUENCY:** Quarterly

**PRINT CIRCULATION:** 3,160 Paid

#### 2017 Print Advertising Rates

<table>
<thead>
<tr>
<th>B&amp;W</th>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,295</td>
<td>$1,165</td>
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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) $1,275

**AGENCY COMMISSION:** 15%

### AERJ 2017 Deadlines

- **February**
  - Space reservation due: 12/9/16
  - Materials due: 12/16/16
  - Inserts due: 12/29/16
- **April**
  - Space reservation due: 2/15/17
  - Materials due: 2/23/17
  - Inserts due: 3/6/17
- **June**
  - Space reservation due: 4/13/17
  - Materials due: 4/20/17
  - Inserts due: 5/1/17
- **August**
  - Space reservation due: 6/13/17
  - Materials due: 6/20/17
  - Inserts due: 6/29/17
- **October**
  - Space reservation due: 8/16/17
  - Materials due: 8/23/17
  - Inserts due: 9/1/17
- **December**
  - Space reservation due: 10/11/17
  - Materials due: 10/18/17
  - Inserts due: 10/27/17

### EEPA 2017 Deadlines

- **March**
  - Space reservation due: 12/21/16
  - Materials due: 12/30/17
  - Inserts due: 1/11/17
- **June**
  - Space reservation due: 3/27/17
  - Materials due: 4/3/17
  - Inserts due: 4/12/17
- **September**
  - Space reservation due: 6/28/17
  - Materials due: 7/6/17
  - Inserts due: 7/17/17
- **December**
  - Space reservation due: 9/25/17
  - Materials due: 10/2/17
  - Inserts due: 10/11/17
ADVERTISING OPPORTUNITIES WITH
AMERICAN EDUCATIONAL RESEARCH ASSOCIATION
All Advertising subject to AERA approval.

JOURNAL OF EDUCATIONAL AND BEHAVIORAL STATISTICS
Established in 1976, the Journal of Educational and Behavioral Statistics (JEBS) publishes papers that demonstrate how the educational statistician can contribute to sound, productive and creative decision making in educational practice.

FREQUENCY: 6x/year
PRINT CIRCULATION: 2,200 Paid

2017 PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,220</td>
<td>$1,100</td>
<td>$960</td>
<td>$905</td>
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<tr>
<td>½ page</td>
<td>$975</td>
<td>$955</td>
<td>$830</td>
<td>$790</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) ................................................. $1,275
AGENCY COMMISSION: 15%

REVIEW OF EDUCATIONAL RESEARCH
Established in 1931, the Review of Educational Research (RER) publishes critical, integrative reviews of research literature relating to education. Reviews include studies from other disciplines, such as anthropology, biology, psychology, economics, evaluation, history, humanities, political science and sociology, provided that these studies have a bearing on educational issues.

FREQUENCY: Quarterly
PRINT CIRCULATION: 6,130 Paid

2017 PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>B&amp;W</th>
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<tr>
<td>1 page</td>
<td>$1,220</td>
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<td>$975</td>
<td>$955</td>
<td>$830</td>
<td>$790</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) ................................................. $1,275
AGENCY COMMISSION: 15%

JEBS 2017 DEADLINES
February
Space reservation due: 12/7/16
Materials due: 12/14/16
Inserts due: 12/27/16

April
Space reservation due: 2/3/17
Materials due: 2/10/17
Inserts due: 2/22/17

June
Space reservation due: 4/6/17
Materials due: 4/13/17
Inserts due: 4/24/17

August
Space reservation due: 6/12/17
Materials due: 6/19/17
Inserts due: 6/28/17

October
Space reservation due: 8/7/17
Materials due: 8/14/17
Inserts due: 8/23/17

December
Space reservation due: 10/9/17
Materials due: 10/16/17
Inserts due: 10/25/17

RER 2017 DEADLINES
March
Space reservation due: 1/6/17
Materials due: 1/13/17
Inserts due: 1/25/17

June
Space reservation due: 4/10/17
Materials due: 4/17/17
Inserts due: 4/26/17

September
Space reservation due: 6/30/17
Materials due: 7/10/17
Inserts due: 7/19/17

December
Space reservation due: 10/5/17
Materials due: 10/12/17
Inserts due: 10/23/17

REVIEW OF RESEARCH IN EDUCATION
This annual publication does not accept print advertising. Please see online advertising options.
**ADVERTISING OPPORTUNITIES WITH AMERICAN EDUCATIONAL RESEARCH ASSOCIATION**

All Advertising subject to AERA approval.

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate details</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>

## 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.

## 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.
GENERAL INFORMATION

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

SOCIETY AFFILIATION
American Educational Research Association

ABOUT THE AERA
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.

AERA is the most prominent international professional organization with the primary goal of advancing educational research and its practical application. Its more than 25,000 members are educators; administrators; directors of research; persons working with testing or evaluation in federal, state and local agencies; counselors; evaluators; graduate students; and behavioral scientists.

The broad range of disciplines represented by the membership includes education, psychology, statistics, sociology, history, economics, philosophy, anthropology, and political science.

ADVERTISING IN THE AMERICAN EDUCATIONAL RESEARCH ASSOCIATION (AERA) PUBLICATIONS
Journals offer the opportunity to reach the largest audience of educators, administrators, directors of research, persons working with testing or evaluation in federal, state and local agencies, counselors, evaluators, graduate students, and behavioral scientists including the entire AERA membership of over 25,000. The broad range of disciplines represented by the membership includes education, psychology, statistics, sociology, history, economics, philosophy, anthropology, and political science.

ANNUAL MEETING
AERA offers an annual meeting, typically registering 14,000+ individuals.

For information regarding exhibiting and sponsorships at the annual meeting, please contact the Meetings Department, (202) 238-3200 x212, annualmtg@aera.net.

For information regarding advertising in the Annual Meeting Program, please contact the Publications Department, (202) 238-3200 x236, pubs@aera.net.

Or you may visit: http://www.aera.net/annualmeeting.htm

GENERAL POLICY ON ACCEPTANCE OF ADVERTISING
All advertising is subject to the publisher’s and AERA’s approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.
**ARTWORK SPECIFICATIONS**

### EDUCATIONAL RESEARCHER

**Trim Size:** 8 3/8” x 10 7/8”

<table>
<thead>
<tr>
<th>Size</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>7” w x 10” h</td>
<td>8 5/8” w x 11 1/8” h</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7” w x 4 7/8” h</td>
<td></td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 3/8” w x 10” h</td>
<td></td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>3 3/8” w x 4 7/8” h</td>
<td></td>
</tr>
</tbody>
</table>

### REVIEW OF EDUCATIONAL RESEARCH

**AMERICAN EDUCATIONAL RESEARCH JOURNAL**

**JOURNAL OF EDUCATIONAL AND BEHAVIORAL STATISTICS**

**Trim Size:** 6” x 9”

<table>
<thead>
<tr>
<th>Size</th>
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<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>4 1/8” x 7 1/2” h</td>
<td>6 1/4” w x 9 1/4” h</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>4 1/8” w x 3 1/2” h</td>
<td></td>
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</tbody>
</table>

### EDUCATIONAL EVALUATION AND POLICY ANALYSIS

**Trim Size:** 6 ¾” x 10”

<table>
<thead>
<tr>
<th>Size</th>
<th>Non-Bleed</th>
<th>Bleed</th>
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</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>5 1/4” w x 8 3/4” h</td>
<td>7” w x 10 1/4” h</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7” w x 4 1/2” h</td>
<td></td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 1/2” w x 10” h</td>
<td></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. 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” 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. Insertions made after printed space reservation are non-cancelable.**

**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.

**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.