Established in 1979, *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.

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.

### Advertising Rates and 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>March</td>
<td>21-Dec-17</td>
<td>02-Jan-18</td>
<td>11-Jan-18</td>
</tr>
<tr>
<td>June</td>
<td>27-Mar-18</td>
<td>03-Apr-18</td>
<td>12-Apr-18</td>
</tr>
<tr>
<td>September</td>
<td>28-Jun-18</td>
<td>06-Jul-18</td>
<td>17-Jul-18</td>
</tr>
<tr>
<td>December</td>
<td>25-Sep-18</td>
<td>02-Oct-18</td>
<td>11-Oct-18</td>
</tr>
</tbody>
</table>

**Print advertising rates**

- **Black and white rates**
  - 1 page: $1,385, $1,250, $1,085, $1,030
  - 1/2 page: $1,110, $1,085, $945, $900
  - 1/4 page: $665, $655, $570, $540

**COLOR RATES:**
- Full page 4-Color charge (in addition to B&W rate above) $1,275

**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:**

2018 AERA Annual Meeting April 13-17, 2018

New York City, New York
Online Advertising

Digital advertising solutions:
- **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

Digital ad upgrades:
- **Rich media**: include active images or text
- **Expandability**: upgrade any ads to expand over or push down content
- **Video**: upgrade any ads with embedded video for greater engagement
- **Form/lead capture**: upgrade any ads with a contact information form for lead capture

Other digital solutions:
- **Webinars**: a custom digital event package that includes promotion and event hosting
- **eTOC alerts**: Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Content gateways**: 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

Policy and Guidelines

Trim size: 6.875 x 10
Binding: Perfect Bind
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.

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>6.375 x 9.5</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 x 9.5</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>6.375 x 4.5</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>3 x 4.5</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. 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.

**FOR DISPLAY AND CLASSIFIED ADVERTISING**
Aline Lis
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7160
Fax: (805) 410-7009
E-mail: aline.lis@sagepub.com

**FOR ARTWORK DELIVERY**
Aline Lis
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7160
Fax: (805) 410-7009
E-mail: aline.lis@sagepub.com

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

**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.

**EEPA 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.