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Editors: *John Wills Lloyd and William J. Therrien, University of Virginia*

*Exceptional Children* (*EC*) is the flagship journal of the Council for Exceptional Children (CEC), publishing research articles pertaining to the education and development of children and youth with exceptionalities. Insightful and pioneering research, topical issues, and broad perspectives by leaders in the field have made *EC* one of the most respected scholarly journals in special education for more than 80 years.

**About the Council for Exceptional Children**

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.

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**Journal Information**

**Print**

- **Circulation:** 5,700
- **Frequency:** This journal is published 4 times per year

**Online**

- **http://journals.sagepub.com/home/ecx**

**Advising 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>January</td>
<td>08-Nov-17</td>
<td>15-Nov-17</td>
<td>28-Nov-17</td>
</tr>
<tr>
<td>April</td>
<td>12-Feb-18</td>
<td>20-Feb-18</td>
<td>01-Mar-18</td>
</tr>
<tr>
<td>July</td>
<td>14-May-18</td>
<td>21-May-18</td>
<td>31-May-18</td>
</tr>
<tr>
<td>October</td>
<td>10-Aug-18</td>
<td>17-Aug-18</td>
<td>28-Aug-18</td>
</tr>
</tbody>
</table>

**Print advertising rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$3,090</td>
<td>$3,030</td>
<td>$2,635</td>
<td>$2,505</td>
<td>$2,255</td>
</tr>
<tr>
<td>⅓ page</td>
<td>$2,475</td>
<td>$2,425</td>
<td>$2,110</td>
<td>$2,005</td>
<td>$1,805</td>
</tr>
<tr>
<td>¼ page</td>
<td>$1,485</td>
<td>$1,455</td>
<td>$1,265</td>
<td>$1,205</td>
<td>$1,085</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:** Full-page 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.

**Other Promotional Opportunities**

- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special sections
- Custom publications

**Event opportunity:** CEC Convention & Expo

February 7-10, 2018, Tampa, Fla.

**http://www.cecconvention.org**
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:
- **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:** 7 x 10  
**Binding:** Perfect bind  
*Ad dimensions are listed in inches.*

<table>
<thead>
<tr>
<th>Non-bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page:</td>
<td>6.25 x 9.25</td>
</tr>
<tr>
<td>½ page vertical:</td>
<td>3 x 9.5</td>
</tr>
<tr>
<td>½ page horizontal:</td>
<td>6.5 x 4.5</td>
</tr>
<tr>
<td>¼ 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. If a SWOP-certified proof is not supplied, then 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 via CD-ROM or email. If emailing artwork, send the proof in a separate package in the mail.

**EC 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.

**Advertising disclaimers**
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 will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

All advertising is subject to CEC approval. CEC reserves the right to decline advertisements for products and services that directly compete with CEC products and services or which do not align with the organization’s mission and beliefs.

### Contact Details

**For display and classified advertising**
Mac McKay  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 490-7420  
Fax: (805) 375-5282  
Email: mac.mckay@sagepub.com

**For artwork delivery**
Wendy Worman  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7635  
Fax: (805) 410-7000  
Email: advertising@sagepub.com

**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

**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  
Email: reprint@sagepub.com

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