Advertising Rates and Specifications – 2018

**Society Affiliation:** Council for Exceptional Children (CEC)

**Readership profile:** TEACHING Exceptional Children (TEC) is read by teachers, including those focused on special and general education. It is also read by principals, including school- and district-level administrators, faculty at institutions of higher education, and other professionals who are members of the Council for Exceptional Children.

**Editor:** Kristin Sayeski, University of Georgia

TEACHING Exceptional Children (TEC) 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.

**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.

**Journal Information**

**Print**

- **Circulation:** 7,700
- **Frequency:** This journal is published 6 times per year

**Online**

- [http://journals.sagepub.com/home/tcx](http://journals.sagepub.com/home/tcx)

**Print distribution**

- **North America:** 99%
- **Other:** 1%

**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>January</td>
<td>13-Nov-17</td>
<td>20-Nov-17</td>
<td>01-Dec-17</td>
</tr>
<tr>
<td>March</td>
<td>09-Jan-18</td>
<td>17-Jan-18</td>
<td>26-Jan-18</td>
</tr>
<tr>
<td>May</td>
<td>15-Mar-18</td>
<td>22-Mar-18</td>
<td>02-Apr-18</td>
</tr>
<tr>
<td>July</td>
<td>16-May-18</td>
<td>23-May-18</td>
<td>04-Jun-18</td>
</tr>
<tr>
<td>September</td>
<td>12-Jul-18</td>
<td>19-Jul-18</td>
<td>30-Jul-18</td>
</tr>
<tr>
<td>November</td>
<td>13-Sep-18</td>
<td>20-Sep-18</td>
<td>01-Oct-18</td>
</tr>
</tbody>
</table>

**Print advertising rates**

**Black and white 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>½ 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.

**Cover and preferred position rates (non-cancelable)**

<table>
<thead>
<tr>
<th>Special position</th>
<th>Earned B&amp;W rate + percentage</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>

**Other Promotional Opportunities**

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

**Society Affiliation:** Council for Exceptional Children

**Event opportunity:** CEC Convention & Expo

- **February 7-10, 2018, Tampa, Fla.**
- [http://www.ceccconference.org](http://www.ceccconference.org)
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:
- 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: 8.25 x 10.875
Binding: Saddle stitched
Ad dimensions are listed in inches.

<table>
<thead>
<tr>
<th>Non-bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page: 7.5 x 10.125</td>
<td>8.5 x 11.125</td>
</tr>
<tr>
<td>½ page vertical: 2.25 x 8</td>
<td></td>
</tr>
<tr>
<td>½ page horizontal: 7.75 x 5</td>
<td></td>
</tr>
<tr>
<td>¼ page vertical: 3.625 x 5</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. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

File Submission Instructions
Please supply files via CD-ROM or email. If emailing artwork, then send the proof in a separate package in the mail.

TEC 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) 410-7009
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