

# Advocate

Voice of the Texas State Teachers Association  
Affiliated with the 3.2 million member National Education Association

## FOR INFORMATION ON ADVERTISING, CONTACT:

Claire Moore, advertising coordinator  
Toll-free in Texas 877-ASK-TSTA or 512-476-5355, ext. 1292  
FAX 512-469-0766, email: [clairem@tsta.org](mailto:clairem@tsta.org)

Reach 65,000 educators in school districts throughout Texas with the award-winning TSTA *Advocate* magazine.

Classroom teachers, principals, superintendents, professors, student teachers, retired educators, and non-teaching school employees receive our publication.

## 2009-10 ADVERTISING RATES AND DATA

**Terms and Conditions:** The TSTA *Advocate* reserves the right to reject and/or cancel any and all advertisements at any time. Neither the advertising agency nor advertiser may cancel orders for advertising after the closing dates. Cancellations prior to the closing date must be in writing.

The *Advocate* will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in this rate card. Any insertion of advertising made by the agency and/or advertiser represents an acceptance of all of the terms and conditions of the rate card. Position stipulations on insertion orders will be regarded as requests only.

The *Advocate* shall not be liable for any failure to print, publish or circulate all or any portions of any issue in which an advertisement accepted by the *Advocate* is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond the *Advocate's* control.

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the *Advocate*, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.

Postal regulations dictate that the *Advocate* cannot accept advertising related to insurance, credit cards, or travel.

Classified advertising will not be accepted, nor will advertisements for alcoholic beverages, tobacco products, or programs and services which compete with those of TSTA/NEA.

**Editorial Content:** TSTA *Advocate* is published by TSTA/NEA for Texas public school teachers and other instructional personnel, non-teaching school employees, college faculty, administrators, school board members, retired teachers, and college students. Articles are on organizational, economic, political, legislative, social, rights, benefits, instructional, and professional development topics, as well as personality profiles and photo features.

## MECHANICAL REQUIREMENTS

ad size (Prices include four color)	one-time rate	four-time rate
Full page 7 1/8" wide x 9 1/2" high	\$2,100	\$1,800
Two-thirds page vertical 4 5/8" wide x 9 1/2" high	1,600	1,360
Half-page horizontal 7 1/8" wide x 4 5/8" high	1,245	1,060
Third-page vertical 2 3/16" wide x 9 1/2" high	850	725
Third-page square 4 5/8" wide x 4 5/8" high	850	725
Quarter-page 3 7/16" wide x 4 5/8" high	750	640
Back cover* 7 1/8" wide x 6 5/8" high (maximum)	2,420	

\*four-color only, shares back cover with mailing information. Actual height of ad can be from 4 5/8" to 6 5/8".

Four time rate refers to four consecutive issue ad placements and will be applied as follows: First three placements charged at the standard, one-time rate. Fourth placement is discounted to bring the total to four-time rate.

**Printing method:** Web heat set on 50# Spartanweb.

**Material:** 150-line screen for halftones; digital; offset negatives or positives or camera-ready art acceptable. Please embed all fonts and save files in CMYK format. Materials submitted must meet the mechanical requirements above. Prices include four color.

\*Trim size 8 1/8" x 10 3/4" with a bleed of 1/8" on all sides.

**Circulation:** approximately 65,000.

Payments for ad placements must be submitted by copy due date.

2009-2010	insertion orders	copy due
Fall 2009	August 5	August 19
Winter 2009-10	October 1	October 15
Spring 2010	January 21	February 4
Summer 2010	April 13	April 27