

Advocate

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

RATE CARD

FOR INFORMATION ON ADVERTISING, CONTACT:

Center for Public Affairs, Sheryl Fisher
Phone: 512-476-5355, ext. 1257
Fax: 512-486-7049
email: sherylf@tsta.org

Reach 68,000 education employees in school districts throughout Texas with the TSTA *Advocate* magazine.

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

2011-12 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.

Printing method: Web heat offset on 60#, #4 paper.

Circulation: approximately 68,000.

MECHANICAL REQUIREMENTS

Ad Size (Prices include four color)	One-Time Rate	Four-Time Rate **
Full page 7.125" wide x 9.625" deep	\$2,100	\$1,800
Full page with bleed 8.375" wide x 11" deep	\$2,100	\$1,800
Two-thirds page vertical 4.66" wide x 9.625" deep	\$1,600	\$1,360
Half-page horizontal 7.125" wide x 4.687" deep	\$1,245	\$1,060
Third-page vertical 2.194" wide x 9.625" deep	\$850	\$725
Third-page horizontal 4.66" wide x 4.687" deep	\$850	\$725
Quarter-page 3.444" wide x 4.687" deep	\$750	\$640
Back cover* 7.125" wide x 7.083" deep maximum	\$2,420	

(Trim size 8.125" x 10.75" with a bleed of .125" on all sides.)

*Shares back cover with mailing information. Height of ad can vary.

ALL CHARGES ARE NET, NOT SUBJECT TO AGENCY COMMISSION.

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

Material: 150-line screen for halftones; digital; offset negatives or positives or camera-ready art acceptable. All images used in *Advocate* ads should be at least 240 dpi. Ads will not be accepted with low resolution images. Please embed all fonts and save files in CMYK format. Any images used within an ad must also be CMYK. If RGB images are used, the printer will assess a charge that will be passed on to the originator of the ad. Materials submitted must meet the mechanical requirements above and will not be accepted with low resolution images. Prices include four color.

2011-2012	Insertion orders due	Copy & payment due
Fall 2011	August 10	August 17
Winter 2011	October 7	October 14
Spring 2012	January 27	February 3
Summer 2012	April 26	May 3

Payments & art for ad placements must be received by copy due date or ad will not run.