

Reach 195,000 educators—the top leadership market in K-12 education

2008–2009

ASCD MEDIA KIT



EDUCATIONAL LEADERSHIP MAGAZINE
Advertising Calendar and Rate Card

ASCD ONLINE ADVERTISING



Educational Leadership

The #1 value in education's most valuable market

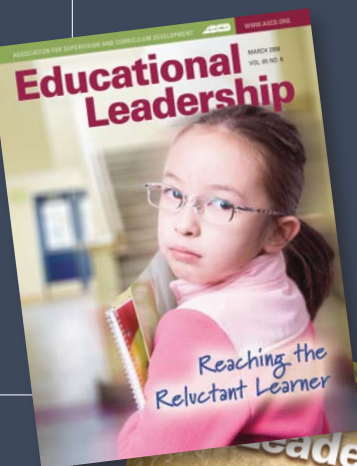
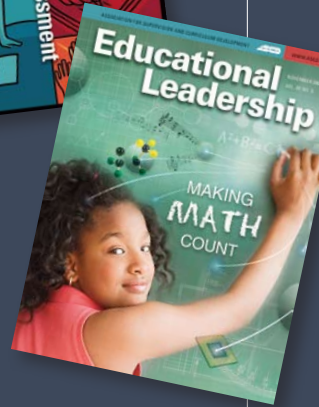
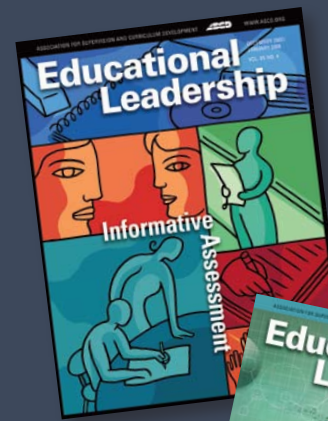
In today's top-down, NCLB-driven school market, the most valuable market is the leaders at the state, district, and school levels who have purchasing authority. And no one knows the school leadership market better than ASCD. Because ASCD is an organization of, by, and for educational leaders, we attract the audience at the heart of the school purchasing process.

From our flagship publication, *Educational Leadership*, to our ASCD Express e-newsletter, to our popular Web site, we have more ways than anyone else does for you to make valuable contacts with K-12 school leaders.

Tapping the school market's lucrative leadership audience starts with *Educational Leadership*. **ASCD members rank *Educational Leadership* as their number-one member benefit.**

No other single media purchase delivers the school leadership market to you like *Educational Leadership* does. Each issue puts your message in front of more than 100,000 principals and administrators and 95,000 other influential educators. No other publication comes close to matching that.

Tapping the school market's lucrative leadership audience starts with *Educational Leadership*.

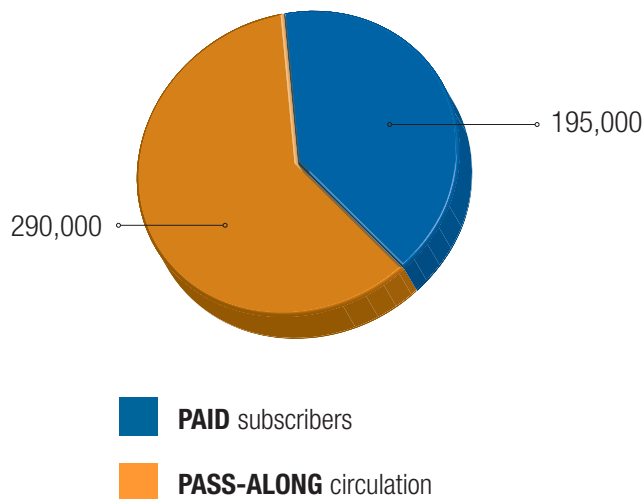


value

485,000

Educational Leadership

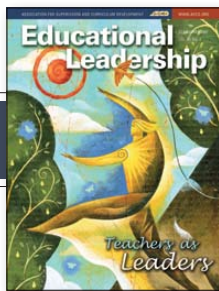
has great numbers . . .



. . . and great readers

\$74 average subscription cost

7 years
average length of continuous subscription



Educational Leadership Receives Top Awards



SNAP Award (The Society of National Association Publications)
Silver EXCEL Award, Magazines, Single Topic Issue, December 2006/January 2007 issue



APEX Award (Awards for Publication Excellence)
Award for Excellence, Magazines & Journals, September 2006



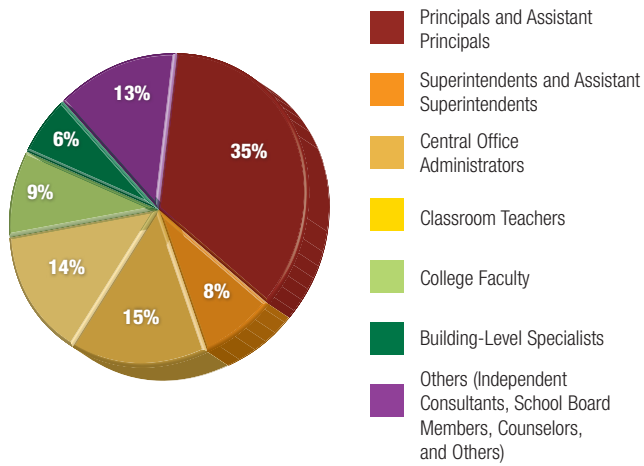
AEP Award (Association of Educational Publishers)
2007 Excellence in Educational Publishing Awards finalist for the Periodical of the Year

reach

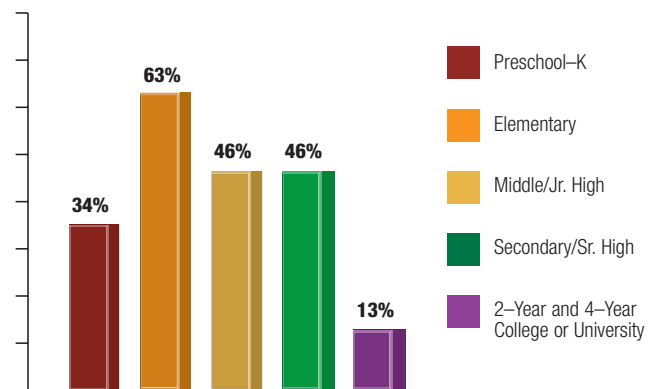
Reach educational leaders

at all levels

Educational Leadership Readers BY OCCUPATION

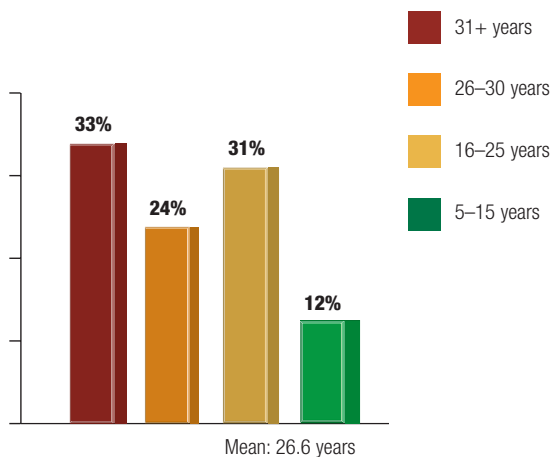


Educational Leadership Readers BY GRADE LEVEL*

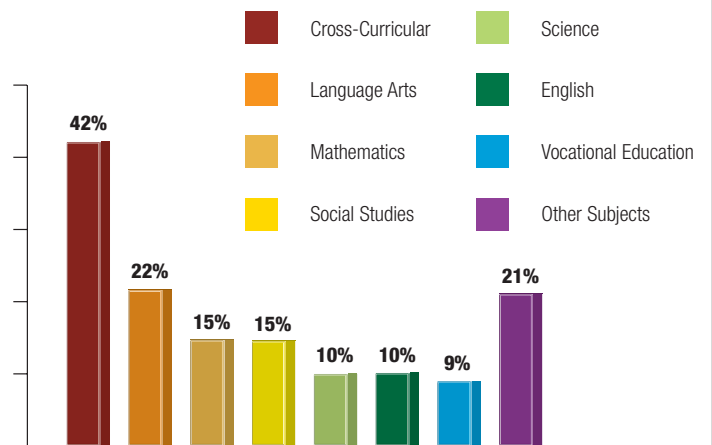


* Sum of percentages does not equal 100% due to high numbers of readers with K-12 responsibilities.

Educational Leadership Readers BY YEARS IN THE PROFESSION



Educational Leadership Readers BY SUBJECT AREA*



* Sum of percentages does not equal 100% due to high numbers of readers with multisubject responsibilities.



ASCD is the top market

for professional development products . . .

When asked which programs or service providers they consider to be industry leaders in professional development, more educators name ASCD than any other provider, according to a National Survey conducted by Education Market Research in 2008.

and a whole lot more . . .

- textbooks
- instructional aids
- fundraising items
- curriculum materials
- classroom equipment
- computer hardware and software
- special education aids and materials
- school management tools and services
- supplemental instructional materials
- trade books and professional literature
- youth development programs and products
- media and telecommunications products and services

Editorial Calendar and Closing Dates

2008–2009 School Year



SEPTEMBER 2008

Space: 6/24/08
Materials: 7/1/08
Mail: 9/1/08*

THE POSITIVE CLASSROOM

Editorial Focus:

Explores the role of safe, orderly, engaging classrooms in producing high student achievement, including how to create a learning environment for students with different backgrounds and how to support students with disruptive emotional and behavioral issues.

Bonus Circulation:

2,000 attendees at the ASCD Conference on Teaching & Learning, October 19–21, 2008

FEBRUARY 2009

Space: 11/17/08
Materials: 11/24/08
Mail: 2/2/09*

HOW TEACHERS LEARN

Editorial Focus:

Examines approaches to teacher professional development, from sharing knowledge in teacher learning communities, to engaging in action research, to learning new technologies.

Bonus Circulation:

ASCD Annual Conference & Exhibit Show, March 15–17, 2009

OCTOBER 2008

Space: 7/25/08
Materials: 8/1/08
Mail: 10/1/08*

EXPECTING EXCELLENCE

Editorial Focus:

Looks at school policies, programs, and practices that go beyond proficiency to foster excellence, including content standards, ability grouping, and intensified course requirements.

Bonus Circulation:

ASCD Middle East International Conference, November 8–9, 2008

MARCH 2009

Space: 12/26/08
Materials: 1/2/09
Mail: 3/2/09*

LITERACY 2.0

Editorial Focus:

Explores the role of literacy in the digital environment, including traditional and new literacy skills students need, and how wikis, blogs, RSS feeds, and other new technologies affect how students read, write, speak, and think.

NOVEMBER 2008

Space: 8/26/08
Materials: 9/2/08
Mail: 11/1/08*

GIVING STUDENTS OWNERSHIP OF LEARNING

Editorial Focus:

Examines ways to give students responsibility for their own learning, including curriculum, standards and learning goals, and class format.

Bonus Circulation:

3,800 attendees at the National Staff Development Council, December 6–10, 2008

APRIL 2009

Space: 1/26/09
Materials: 2/2/09
Mail: 4/1/09*

SUPPORTING ENGLISH LANGUAGE LEARNERS

Editorial Focus:

Discusses the learning needs of English language learners (ELLs), including practices and strategies across the curriculum that have proven effective with ELLs and ways to connect to students' families and cultures.

DECEMBER 2008/ JANUARY 2009

Space: 9/24/08
Materials: 10/1/08
Mail: 12/1/08*

DATA: NOW WHAT?

Editorial Focus:

Looks at how schools are using data, including test scores, dropout rates, attendance numbers, opinion survey data, gap analysis, demographic statistics, and performance growth.

MAY 2009

Space: 2/26/09
Materials: 3/2/09
Mail: 5/4/09*

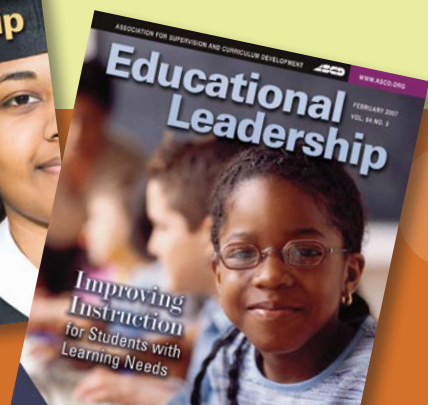
TEACHING SOCIAL RESPONSIBILITY

Editorial Focus:

Considers how schools prepare students to participate as informed, productive members of society and to face challenges such as global warming, social inequity, world conflict, and technological innovation.

Bonus Circulation:

- 2,000 attendees at the ASCD Summer Conference, June 26–28, 2009
- 25,000 new ASCD Members mailed to over the summer



current

* Estimated dates.

Magazine Advertising Rates

Rates for Four-Color Ads

Size	1x	4x	8x
2-page spread	\$15,430	\$14,504	\$13,580
Full page	\$8,349	\$7,849	\$7,347
2/3 page	\$7,204	\$6,771	\$6,339
1/2 page	\$6,509	\$6,118	\$5,728
1/3 page	\$5,082	\$4,777	\$4,472

Rates for Prime Locations

Size	1x	4x	8x
Center spread	\$16,444	\$15,457	\$14,470
Cover 4	\$10,126	\$9,518	\$8,912
Cover 3	\$9,378	\$8,816	\$8,253
Cover 2, page 1	\$9,670	\$9,090	\$8,510

Rates for Black & White Ads

Size	1x	4x	8x
2-page spread	\$13,627	\$12,810	\$11,992
Full page	\$6,546	\$6,153	\$5,760
2/3 page	\$5,400	\$5,086	\$4,752
1/2 page	\$4,705	\$4,423	\$4,141
1/3 page	\$3,491	\$3,281	\$3,081

All rates listed are gross.

NOTES

- Rates for other premiums—add 10% to earned rates.
- Cover placement is noncancelable.
- First-time advertisers are required to pay in advance to establish credit.
- Some production costs, such as binding and trimming, are included.

* Call Sales Representatives for prices on inserts and business reply cards.

For Queries or to Send Insertion Order and Art, Contact

Jason Morrison

E-mail: jason@capitolmediasolutions.com
 Phone: 571-527-1714 (Alexandria Office)
 and 404-347-4128 (Atlanta Office)

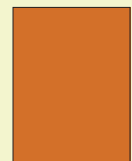
JT Hroncich

E-mail: jt@capitolmediasolutions.com
 Phone: 571-527-1716 (Alexandria Office)
 and 404-347-4170 (Atlanta Office)

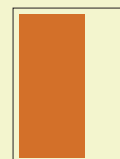
Ad Sizes and Mechanical Requirements



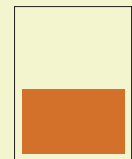
2-Page Spread (full bleed)
 Mechanical Requirements:
 16 3/4" x 11 1/8" (This allows
 1/8" trim on all sides.)
 Trim Size:
 16 1/2" x 10 7/8"



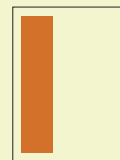
Covers and Full Page (bleed)
 Bleed Size:
 8 3/8" x 11 1/8" (Includes 1/8"
 bleed all sides except gutter.)
 Publication Trim Size:
 8 1/4" x 10 7/8"
 Live Area: 7 3/16" x 9 7/8"



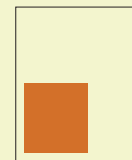
2/3 Page Vertical
 Mechanical Requirements:
 4 11/16" x 9 7/8"



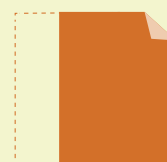
1/2 Page Horizontal
 Mechanical Requirements:
 7 3/16" x 4 3/4"



1/3 Page Vertical
 Mechanical Requirements:
 2 1/4" x 9 7/8"



1/3 Page Square
 Mechanical Requirements:
 4 11/16" x 4 3/4"



2-Page Advertiser-Supplied Insert *
 Mechanical Requirements:
 11 7/8" x 11 1/8"
 Allows for 3 1/2" flap without
 printing, for binding into journal,
 and 1/8" trim on all sides except flap.

Please note for all full page ads:

Publication Trim Size:
 8 1/4" x 10 7/8"
 Live Area:
 7 3/16" x 9 7/8"

Please keep all important graphics and text within the live area. All full page ads bleed. If you wish to submit a nonbleed ad, please allow a border of at least 1/4" of white space.

Advertising Specs



Requirements

Digital material is required. If you must supply film or cannot meet the digital requirements listed, please call. For mechanical dimensions, see “Ad Sizes and Mechanical Requirements” (page 7).

Materials Specifications

For optimum reproduction quality, your materials should be sent according to the following specifications. Contact Capitol Media Solution if you have questions or concerns regarding specs.

- Art files, layout files, and all fonts need to be provided on CD or DVD with a color proof.
- Art should be at least 300 dpi at the desired print size and originate in Adobe Photoshop or Adobe Illustrator. Layouts should be in QuarkExpress 6.5+ or Adobe InDesign CS+.
- High-resolution press-ready PDFs or native files (must include fonts and linked art) required. PDFs must have fonts embedded or outlined.
- Fonts need to be OpenType or Type 1 Adobe fonts. True Type fonts cannot be used.
- All colors should be CMYK.
- Optimum density is 280.
- Sending one hard copy is strongly preferred. Publisher cannot be held responsible for the outcome of ad if no proof is provided. Please note: Color variances may occur.
- Unacceptable programs include, but are not limited to, Corel Draw, Microsoft Publisher, Microsoft Word, Power Point, Aldus Freehand, and Adobe PageMaker. *However, if you are currently using one of the above-mentioned programs, please try to export a Hi-Res PDF/EPS file with Outlined fonts.*

How to submit files

Please follow the simple steps below to submit your artwork for the 2008–2009 editions of *Educational Leadership*:

- 1) From Internet Explorer – Access your Web Folder at <http://ascd.capitolmediasolutions.com>
Login with username and password
USER NAME: ascd
PASSWORD: 1234
** Note that this folder will now function just like a folder on your computer.*
- 2) Compress your files and label them as “Educational Leadership_Edition_Advertiser Name”
- 3) Click on Web Folder and then type in the User Name: ascd and the Password: 1234. Drag your compressed file into the appropriate folder(s) correlating to the month(s) of the edition(s) you will be advertising in.
- 4) Send an e-mail to creative@capitolmediasolutions.com notifying us that all of your artwork has been placed into the appropriate webfolder.
- 5) Send a printed, hard-copy color proof of your artwork to:
Capitol Media Solutions
Attn: Artwork Department
1447 Peachtree Street, Suite 350
Atlanta, GA 30309

For Questions Regarding Ad Material Contact Jason or JT:

Jason Morrison

E-mail: jason@capitolmediasolutions.com
Phone: 571-527-1714 (Alexandria Office) and 404-347-4128 (Atlanta Office)

JT Hroncich

E-mail: jt@capitolmediasolutions.com
Phone: 571-527-1716 (Alexandria Office) and 404-347-4170 (Atlanta Office)

PLEASE NOTE ...

- First-time advertisers are required to pay in advance to establish credit.
- Cancellations before closing date must be in writing. Cancellations are not accepted on cover contracts or after closing date. Failure to notify will result in full cost of insertion.
- We guarantee special positioning only of ads contracted at premium rates.
- Frequency discounts are given only on four or more ads. Contract for all ads must be submitted with the first ad.
- A 15% discount on space is given to recognized advertising agencies if charges are billed to the agency and payment is received within 30 days.
- No cash discounts. No commission or discounts on production charges.
- Invoices not paid within 60 days are subject to 2% per month service charge.
- All advertising is subject to approval by publisher. Publisher reserves the right to reject advertising that, in the publisher’s opinion, does not conform to adopted ASCD values or unfairly exploits ASCD products or services.
- Advertising from unaccredited educational institutions, classified ads, and advertorials are not accepted.
- Publisher reserves the right to put the word “advertisement” with copy that, in the publisher’s opinion, resembles editorial matter.
- Advertisers and their agencies assume joint responsibility for any and all claims that may arise from their advertisements. Publisher holds advertisers and their agencies equally liable for all monies due and payable to ASCD for advertising that was ordered and published.
- Publisher will not be bound by conditions—printed or otherwise—that appear on contracts, insertion orders, copy instructions, or anywhere else, explicit or implied, that conflict with the policies of ASCD. Publisher shall not be liable for any costs or damages if, for any reason, it fails to publish an advertisement, or if errors appear in the text of the ad or in key codes. All production materials become the property of the publisher.
- Two complimentary copies are sent to advertiser or agency upon publication of the issue.
- **Please see our Web site at www.ascd.org/elratecard.**

CAPITOL MEDIA SOLUTIONS

Advertising Agreement for *Educational Leadership Magazine*

Subject to acceptance by Capitol Media Solutions, LLC

Please complete the following information. Size and publication dates must be initialed in order to process.
 Note: First-time advertisers are required to pre-pay per ASCD guidelines.

Advertiser _____	Phone _____
Contact Name _____	Fax _____
Mailing Address* _____	E-mail _____
<small>*Please no post office boxes.</small>	
City _____ State _____ Zip _____	Rep: Jason Morrison or JT Hroncich at 800-517-0610

Issues*	Job #	Space	Materials	Black and White Display Rates			Four-Color Display Rates				
				1x	4x	8x	1x	4x	8x		
___ Sept	73609	6/24/08	7/1/08	Full	\$6,546	\$6,153	\$5,760	Full	\$8,349	\$7,849	\$7,347
___ Oct	73610	7/25/08	8/1/08	2/3	\$5,400	\$5,076	\$4,752	2/3	\$7,204	\$6,771	\$6,339
___ Nov	73611	8/26/08	9/2/08	1/2	\$4,705	\$4,423	\$4,141	1/2	\$6,509	\$6,118	\$5,728
___ Dec/Jan	73612	9/24/08	10/1/08	1/3 ver	\$3,491	\$3,281	\$3,071	1/3 ver	\$5,082	\$4,777	\$4,472
___ Feb	83602	11/17/08	11/24/08	2-Page Spread	\$13,627	\$12,810	\$11,992	2-Page Spread	\$15,430	\$14,504	\$13,580
___ March	83603	12/26/08	1/2/09	TOTAL \$			C2	\$9,670	\$9,090	\$8,510	
___ April	83604	1/26/09	2/2/09	<small>*Please write your initials next to the selected ad size, publication dates, and include a total amount. For additional sizes, call sales representatives.</small>			C3	\$9,378	\$8,816	\$8,253	
___ May	83605	2/26/09	3/2/09				C4	\$10,126	\$9,518	\$8,912	
TOTAL _____							Premium Charge \$ _____		TOTAL \$ _____		

SPECIAL INSTRUCTIONS:

TERMS

Signing this agreement indicates firm space commitment (noncancelable) in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding. Payment due prior to printing of publication.

Advertising agency and/or client are liable should one or the other default. Any ad agency signing for a client will be held responsible for the fulfillment of this noncancelable contract.

Advertiser agrees that the publisher's liability (if any) on account of omissions or errors in such advertising shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred and liability shall be discharged by abatement of the charges or (an advertising allowance) commensurate with the error for the particular listing or advertising in which the omission or error occurred, but in no event exceeding the contract price of the particular listing or advertising in which the omission or error occurred. No adjustment to any free listing or advertisement. Reproduction quality of photographs, screen tints, and artwork provided cannot be guaranteed.

OPTION TO PAY BY CREDIT CARD

<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	Card Number _____	Expiration Date _____
<input type="checkbox"/> AMEX	<input type="checkbox"/> Discover	Authorized Signature _____	

 Authorized Advertiser/Agency Signature & Title
 I have read and agree to the terms as set forth on this document.

 Provide PO # if necessary for billing

Sign and return to
 404-347-9771 Fax
 800-517-0610 Phone

Advertise to educators

browsing, buying, and blogging
online at ascd.org . . .

The ASCD Web site ascd.org is one of the leading places to connect to education's most prestigious community.

Why advertise on ascd.org

There's little doubt that the future of education marketing is on the Internet as educators increasingly flock to the medium to research topics, read education news, purchase curriculum materials and teaching aids, and connect to other educators for teaching tips, professional development, and moral support. Any business watching this trend from the sidelines runs the risk of forfeiting the game to its competitors.

If you already advertise on ASCD SmartBrief,

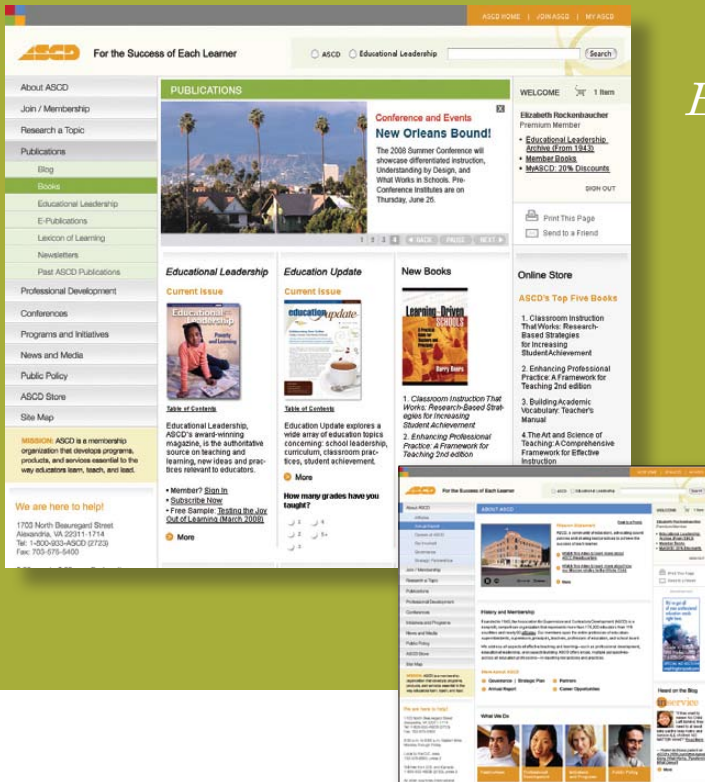
advertising on ascd.org is the perfect add-on offering you opportunities to:

- expand revenues
- increase sales leads
- extend your brand
- connect to your audience



WWW

Extend your advertising reach on
ascd.org

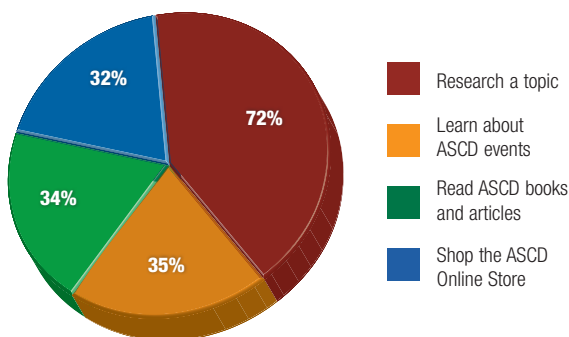


Look what ascd.org has . . .

- over 200,000 visits a month
- over 125,000 unique visits
- over half—56%—are new to the site each month
- total 850,000 average impressions per month (all site pages)

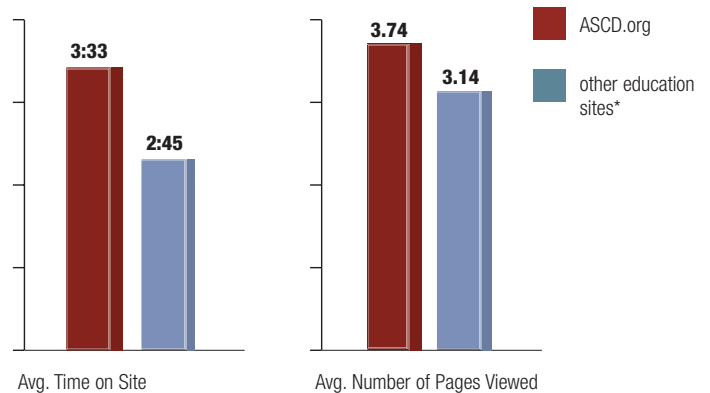
Visitors to ascd.org spend more time and look at more pages than visitors to other education sites of similar size.

WHY EDUCATORS COME TO ASCD.ORG*



* Sum of percentages exceeds 100% because of Web site visitors who come for multiple purposes.

HOW ASCD.ORG STACKS UP TO OTHER EDUCATION SITES*



* From Google benchmark data.



Online Advertising Specs and Rates

Monthly Rates and Frequencies

	1 Month	2 Months	4 Months
Banner 728x90	\$9,750 per month (\$15 cpm)	\$9,250	\$8,775
Skyscraper	\$7,800 per month (\$12 cpm)	\$7,410	\$7,020

12

Total Available Monthly Impressions For Sale (run of site): \$650,000 X 2 ads = 1.3 million estimated.

The screenshot shows the ASCD website interface. At the top, there is a navigation bar with 'Banner 728x90' and 'Countdown to Fall Conference' information. Below is a search bar and a sidebar with navigation links like 'About ASCD', 'Join / Membership', and 'Publications'. The main content area displays search results for 'Summer conference', including links to 'Summer Conference', 'Registration', 'Travel & Lodging', 'Conference Schedule', 'Conferences & Exhibits', 'Networking Opportunities', 'Virtual Symposium', 'Pre-Conference Institutes', and 'Sessions'. A 'Skyscraper 160x240' advertisement is visible on the right side of the page.

AD SIZES ON PAGES

728x90 in header (above the fold)
160x240 in right column (partially above the fold)

CAPABILITY:

Rich media capability

PAGES THAT YOUR AD WILL BE FEATURED ON

- About ASCD
- Research a Topic
- Conferences
- Publications
- Search Results
- Educational Leadership
- Conferences
- Photo Galleries

CHANNELS WITH NO ADVERTISING:

- Membership
- Service Center
- Professional Development
- Initiatives & Programs
- ASCD Store
- Public Policy
- News & Media

Contact us today to start your next ad campaign!

Jason Morrison E-mail: jason@capitolmediasolutions.com | Phone: 571-527-1714 (Alexandria Office) and 404-347-4128 (Atlanta Office)

JT Hroncich E-mail: jt@capitolmediasolutions.com | Phone: 571-527-1716 (Alexandria Office) and 404-347-4170 (Atlanta Office)

ASCD ONLINE ADVERTISING

INSERTION ORDER

Special Instructions:

Campaign Overview:

CAMPAIGN ID/NAME	
ADVERTISER	
AGENCY	
CAMPAIGN GROUPS	
COMPETITIVE CATEGORY	

Billing Information:

CPM		CPA		COMMISSION PERCENT	
CPC		FLAT RATE		YIELD MANAGER	

Scheduling Delivery Information:

IMPRESSIONS	CLICKS	PRIORITY	WEIGHT	START DATE	END DATE
COMPLETION	REACH	OVERRUN	FREQ CAP	COMPANION POSITIONS	DAYPARTING

Targeting Criteria:

<input type="checkbox"/> DOMAIN	
<input type="checkbox"/> GEOGRAPHY	
<input type="checkbox"/> BROWSERS	
<input type="checkbox"/> SEARCH TERMS	
<input type="checkbox"/> COOKIES	

Content Targeting:

<input type="checkbox"/> SITES/PAGES	
<input type="checkbox"/> SECTIONS	
<input type="checkbox"/> EXCLUDE PAGES	

Creatives:

CREATIVE ID/NAME	POSITION	CLICK URL	INSTRUCTIONS

SIGN AND RETURN TO: Jason Morrison or JT Hroncich at Capitol Media Solutions, LLC
 1800 Diagonal Rd., Suite 500 • Alexandria, VA 22314 • Fax: 404-347-9771 • Phone: 800-517-0610

Exhibit at ASCD Annual Conference

The ASCD Annual Conference lets you put your marketing message in front of the largest audience of education leaders. More superintendents and assistant/associate superintendents, and more principals and assistant principals than any other single education conference. Plus, thousands of college faculty, lead teachers, consultants, and key school-level contacts too.

Contact us for an Invitation to Exhibit:

Brittany Bowen
Advertising and Exhibits Manager

ASCD
1703 N. Beauregard Street
Alexandria, VA 22311-1714 USA

Voice: 703-575-5629 or 703-575-5660

Fax: 703-575-5407

Email: exhibits@ascd.org

Web site: www.ascd.org/exhibits

Rent the ASCD mailing list

The ASCD mailing list is one of the most-mailed, highest-responsive lists in the education market. ASCD partners with Rickard List Marketing to manage and market names for our mailing lists.

Contact Rickard List Marketing at 631-249-8710 or visit their Web site at www.rickardlist.com

**More opportunities
to educational leaders**

ASCD MEDIA KIT



For Queries or to Send Insertion Order and Art, Contact

Jason Morrison

jason@capitolmediasolutions.com
571-527-1714 (Alexandria Office)
and 404-347-4128 (Atlanta Office)

JT Hroncich

jt@capitolmediasolutions.com
571-527-1716 (Alexandria Office)
and 404-347-4170 (Atlanta Office)



Association for Supervision and Curriculum Development

1703 North Beauregard Street
Alexandria, VA 22311-1714 USA

www.ascd.org/elratecard