



Journal of Digital Learning in Teacher Education

Ad Sizes

All advertisements must conform to space dimensions specified.

Size	Width	Depth
Full page Bleed (covers only)	8 1/2"	11 1/4"
Full Page	7 1/4"	9 1/2"
2/3 (V)	4 3/8"	9 1/2"
1/2 (H) (Covers II & III only)	7 1/4"	4 6/8"
1/2 (H) (Interior Only)	6 6/8"	4 6/8"
1/3 (H) (Interior only)	6 6/8"	3"
1/3 Island (Interior only)	4 3/8"	4 6/8"
1/3 (V) (Interior only)	2"	9 1/2"
1/6 (V) (interior only)	2"	4 6/8"

*Insertion orders must indicate size and dimension (horizontal, vertical, island).

Contact

Advertising Sales:

Jeff Leonard
 215-675-9208, ext. 201
jeff@leonardmedia.com

Ad Rates

Rates are commissionable (15%) to recognized agencies. Additional charges are non-commissionable. When establishing a contract, the frequency (1x, 3x, 6x) is determined by the number of insertions made within 12 months of the first insertion.

Black and White	1X	2X	4X
Full Page	\$1,380	\$1,330	\$1,275
1/2 Page	\$750	\$700	\$645
1/4 Page	\$490	\$435	\$385

Color

Four Color: Additional \$525

Covers and Preferred Positions

Cover III: Additional \$2,140

Cover IV (4 color, bleeding 4 sides only): Additional \$2,195

Preferred position requested by advertiser: Additional \$80

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Technical Requirements

Digital files are required for advertising submissions. Faxed ads will not be accepted. The required format for a print ad is a high-resolution (300 dpi or greater) PDF (Adobe Acrobat 4 or higher distilled for print quality), JPEG, EPS, or TIF. The mode of black-and-white images should be "grayscale," and color images should be "CMYK". Laser proofs must be provided for all ads. All ads must conform precisely to these requirements. Ads not conforming to these requirements will not be published. For a complete list of technical requirements, visit www.aahperd.org under periodical advertising.

Bleeds: Keep essential matter 3/16" within trim size

Binding: Saddle Stitch

Halftones: 150 line screen

Page Specs: 3 columns per page
Width of column: 2"
Depth of column: 9 1/2"

Trim size: 8 1/4" x 10 7/8"

Image Resolution: Raster images should be 300 dpi for print and 1200 dpi for bitmap line art scans.

Closing Dates

Deadlines are two months prior to the issue date. Should these dates fall on a weekend, the deadline is extended to Monday. Late and rush orders are accepted whenever space and time permit.

Issue	Space Reservation	Artwork
46-01	—	—
46-02	—	—
46-03	—	—
46-04	6/16/14	6/30/14