

# REVIEW

# rates & dates

SEPTEMBER 2017  
through JUNE 2018

njeareview@njea.org | 609.599.4561 ext. 2321 | 180 West State Street, P.O. Box 1211, Trenton, NJ 08607-1211 | njea.org

## AT A GLANCE

The *NJEA Review* is the official publication of the New Jersey Education Association (NJEA). It is published monthly 10 times a year, September through June. This high-quality, perfect bound four-color magazine is mailed directly to the homes of NJEA's 200,000 members. The *Review* is also available to members in a tablet version and a PDF is posted on the Association's website, *njea.org*.

NJEA members include active and retired pre-K to grade 12 public school teachers and education support professionals, community college faculty and other college employees, teacher education students, and other education leaders and supporters.

## RESERVING AD SPACE

Space is limited. Please reserve early. No cancellations accepted after the 7th of the preceding month.

Reservations for space, as well as insertion orders, must be submitted by email to [lmurphy@njea.org](mailto:lmurphy@njea.org). It is the advertiser's responsibility to ensure that the reservation has been received by the advertising manager. Insertion orders should include the month(s) in which the ad is to run and the size(s) of the ad(s). This must be provided prior to the deadline for receipt of the ad.

While telephone reservations will be accepted, advertisers must follow up their phone conversations with a written confirmation order.

## Dates & deadlines

ISSUE	RESV. DUE*	AD DUE	AD SIZE	1-2X	3-5X	6-9X	10X
September	7/16	8/1	Full Page	\$2,170	\$2,050	\$1,955	\$1,855
October	8/19	9/1	2/3 Vertical	\$1,625	\$1,550	\$1,490	\$1,425
November	9/16	9/30	1/2 Horizontal	\$1,330	\$1,265	\$1,230	\$1,175
December	10/16	11/1	1/3 Vertical	\$935	\$890	\$870	\$830
January	11/18	12/1	1/6 Vertical	\$510	\$475	\$465	\$440
February	12/16	1/1	Cover IV	\$3,740	\$3,590	\$3,440	\$2,900
March	1/18	2/1	Cover II or III	\$3,635	\$3,390	\$3,340	\$2,810
April	2/16	3/1					
May	3/17	3/31					
June	4/14	5/1					

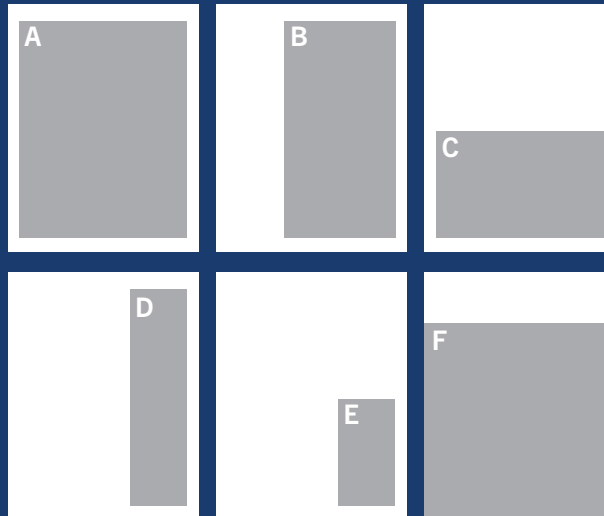
**\*SPACE IS LIMITED. PLEASE RESERVE EARLY.**

## Display ad sizes MEASUREMENTS IN INCHES

AD SIZE	NON-BLEED AD	BLEED AD
<b>A</b> Full Page	7.375 x 9.5	8.625 x 11.125
<b>B</b> 2/3 Vertical	4.875 x 9.5	n/a
<b>C</b> 1/2 Horizontal	7.375 x 4.625	n/a
<b>D</b> 1/3 Vertical	2.375 in x 9.5	n/a
<b>E</b> 1/6 Vertical	2.375 x 4.6875	n/a
<b>F</b> Back Cover	n/a	8.625 x 8.75

\*RECENTLY UPDATED SPECS

Gutter type safety of 3/8" is recommended. Illustrations or type not intended to trim should be kept at least 3/8" from each edge.



PLEASE DOUBLE CHECK AD SPECIFICATIONS. IF YOUR ARTWORK DOES NOT MEET THE SPECIFICATIONS—PLEASE ADJUST BEFORE SUBMITTING.

*Positions shown for reference only. Final position will be determined by the NJEA Review.*

## Specifications

MAGAZINE TRIM SIZE	8.375" w x 10.8125" h
ACCEPTABLE FILE FORMATS	CMYK High Quality PDF
COMPATIBILITY	Acrobat 4 (PDF 1.3)



A High Quality PDF is the only acceptable file format for all ad units, full page and fractional units. PDF files must be CMYK composite, professionally created as a High Quality Print PDF or PDF/X1-A, with high resolution images and all fonts embedded.

Naming convention on digital files should include advertiser name and the *NJEA Review* issue month and year. Please do not use spaces or odd characters.



## Pricing

Contracts specifying a variety of sizes shall be entitled to the multiple insertion rate for each size if, in total, three or more insertions are ordered. Advertisers who do not order the required number of insertions for multiple insertion rates but who subsequently order sufficient additional insertions within one publishing year shall receive a rebate or credit. Advertisers who cancel insertions that entitled them to the multiple rates shall be billed for the one-time rate for all insertions during that publishing year. We offer a 15% commission to recognized advertising agencies placing the ads.

## Billing & payment

Billing invoices are sent with a copy of the magazine as soon as the magazine is published.

Terms: Net 30 days

All new advertising must be prepaid (with payment accompanying the ad) until credit is established.

## Delivery

Ads should be emailed to Liz Murphy at [lmurphy@njea.org](mailto:lmurphy@njea.org). Liz will confirm receipt of the ad.

If the file is too large for email, please contact Liz to determine an alternative, timely delivery method.

## Contact

Liz Murphy  
609-599-4561, ext. 2321  
[lmurphy@njea.org](mailto:lmurphy@njea.org)

## Send payment to

NJEA Review Advertising  
c/o Beneficial Bank  
PO Box 13661  
Philadelphia, PA 19106-3661

ADVERTISING IS ALSO PUBLISHED IN THE OFFICIAL NJEA CONVENTION PROGRAM GUIDE. RATES ARE AVAILABLE ON REQUEST.

## General terms

All advertising copy is subject to review. The Publisher (NJEA Review) reserves the right to reject and/or cancel any and all advertisements at any time.

Advertising which simulates editorial content will not be accepted.

The NJEA Review shall be guided by the following policies in considering advertising for employment opportunities:

A. Advertising for employment opportunities must fully comply with all of the provisions of the "Law Against Discrimination" (NJSA 10:5-1, et. Seq.) and the rules of regulations of the Division of Civil Rights adopted pursuant to it.

B. The NJEA Review shall not carry advertising for part-time employment during the school year, except for part-time employment in the field of education and/or in educational institutions.

The NJEA Review will consider advertising for the annual NJEA Convention only from hotels affiliated with the Atlantic City Convention Bureau.

Colleges advertising in the NJEA Review may include all information readers may need in making a decision for registration as long as such ad copy is within provisions of existing advertising policies.

The NJEA Review shall not solicit or accept advertising not in harmony with NJEA policy. Advertising copy which is inimical to the interest of education or to the teaching profession shall not be accepted.

The Publisher 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 or in the magazine's established advertising policies.

Any insertion of advertising made by the agency and/or the advertiser represents an acceptance of all the terms and conditions of the rate card applicable to the issue in which such insertion is to be published.

The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, accidents, or other

circumstances beyond the Publisher's control.

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

## Unacceptable advertising

The NJEA Review shall not accept advertising for the following products:

- A. Alcoholic beverages
- B. Cigarettes and tobacco products
- C. Insurance which conflicts with Association-endorsed or state group programs
  1. Accident (although student accident insurance is acceptable)
  2. Liability
  3. Life
  4. Sickness
- D. Charter/Group travel – from agencies or groups which are offering tour or travel arrangements other than those that are officially connected with the NJEA Travel Program. The Association will continue to accept advertising for travel services in non-competitive areas, including travel connected to specific college courses and educational exchange programs.
- E. Mail-order vitamins (except in endorsed programs. Other types of pharmaceutical and drug advertising will be subject to critical review.)
- F. Religious books and supplies.
- G. Small loans.
- H. Investment companies and financial services.
- I. Vanity publishers.
- J. Political advertising.
- K. Tax guides and related services.