

ASCA SCHOOL COUNSELOR MAGAZINE 2016-2017 ADVERTISING RATES

Editorial: ASCA School Counselor provides educational articles related to school counseling professionals at all levels: elementary, middle/ junior high, secondary, post-secondary, supervisors, counselor educators and students, as well as state and federal department of education employees.

Published: ASCA School Counselor magazine is published six times a year by the American School Counselor Association. The publication months are September, November, January, March, May and July.

Circulation: 30,000 +-

The magazine is archived on the magazine web site at www.schoolcounselor.org/magazine in a digital format with ads linked. All print ads will appear in the digital edition on the web site and in the mobile app with ads linked at no additional charge.

PRINT AD RATES - PER INSERTION All Ad Rates Are Net To ASCA

Four Color	1X	3X	6X
Cover 2 (inside front cover) or 4 (back cover)	\$ 3,749	\$ 3,408	\$ 3,098
Cover 3 (inside back cover)	\$ 3,597	\$ 3,271	\$ 2,973
Full Page – Bleed/Non Bleed	\$ 3,235	\$ 2,945	\$ 2,674
2/3 Page	\$ 2,213	\$ 2,012	\$ 1,829
1/2 Page	\$ 1,698	\$ 1,547	\$ 1,406
1/3 Page (Vertical or Square)	\$ 1,185	\$ 1,084	\$ 984

Black and White	1X	3X	6X
Full Page – Bleed/Non Bleed	\$ 2,490	\$ 2,265	\$ 2,059
2/3 Page	\$ 1,701	\$ 1,548	\$ 1,407
1/2 Page	\$ 1,305	\$ 1,190	\$ 1,084
1/3 Page (Vertical or Square)	\$ 912	\$ 832	\$ 755

ASCA SCHOOL COUNSELOR MOBILE APP AND DIGITAL EDITION

Be the Exclusive Sponsor of the magazine app and digital version.

Now available, members can access an interactive mobile app and digital edition of the ASCA School Counselor magazine electronically.

We will have one sponsor per issue for the mobile app and digital edition. The sponsor will receive the following ad positions:

On Mobile App Version:

- Ad appears in splash launch page when reader opens mobile app (ad is not linked, splash page only)
- Banner ad on Library Screen (linked to sponsors' web site)
- Banner ad on Contents/table of contents screen (linked to sponsors' web site)
- Banner ad appears in Search Results (linked to sponsors' web site)
- Banner ad appears in Bookmarks (linked to sponsors' web site)

On Digital Version:

- Ad appears on Top Banner "leaderboard ad", stays up throughout all pages of magazine and linked to sponsors' web site

Price for (1) Exclusive Sponsor: \$950 per issue

CLOSING DATES

Issue Date	Editorial Focus	Insertion Order Due	Advertising Materials Due
Sept/Oct 2016	15th Anniversary/ Back to School	July 28, 2016	Aug. 8, 2016
Nov/Dec 2016	College & Career Planning	Sept. 28, 2016	Oct. 7, 2016
Jan/Feb 2017	Trauma-Informed Schools	Nov. 28, 2016	Dec. 8, 2016
March/Apr 2017	School Counselor of the Year	Jan. 27, 2017	Feb. 9, 2017
May/June 2017	Leadership	Mar. 28, 2017	April 7, 2017
July/Aug 2017	Annual Conference Issue (Expanded Circulation!)	May 12, 2017	May 25, 2017

(Issue themes subject to change)

PRINT MECHANICAL REQUIREMENTS

Magazine Trim Size 8 3/8 Wide x 10 7/8 High

Full page:	7-3/8" wide x 9-7/8" high (nonbleed) OR 8-5/8" wide x 11-1/8" high (bleed)		
2/3 Page:	4-3/4" wide x 9-7/8" high		
1/2 page:	7-3/8" wide x 4-3/4" high		
1/3 page:	4-3/4" x 4-3/4" (square)	OR	2-1/4" wide x 9-7/8" high (vertical)

Media: High resolution (300 dpi) PDF file with fonts embedded.

DIGITAL EDITION AND MOBILE APP SPECIFICATIONS:

Digital Edition "Leaderboard Ad" Specs:

Displayed above the digital issue, within the interface

- Image Size: 728p wide x 90p high
- File Format: JPEG, GIF
- Provide URL for link

Mobile App Advertising Specs:

> Splash Launch Page:

- Displays on the device when the app loads
- Size: 640p wide x 960p high (iPhone/Android)
640p wide x 1136p high (iPhone 5)
1536p wide x 2048p high (iPad/Android tablet)
- File Format: PNG (image must be static)
- Design: Plan for the upper 20 pixels to be overlapped by the device status bar. Allow a 45 h x 260 w pixels neutral area at the bottom
- Image can't be linked

> Banner Ads:

- Displays on the device at bottom of app pages in various views throughout the app
- Sizes: Small: 320p wide x 50p high
Medium: 728p wide x 90p high
Large: 960p wide x 90p high
- File Format: PNG (image must be static)
Maximum file size of 200kb
- Provide a URL for link
- Design: Banner ads must be static (animation not supported) Banner ads should not have a transparent background

Note: all sizes must be provided to display correctly on all devices

Advertising rates subject to change without notice unless prior advertising commitment received. Total billing due and payable within 30 days of invoice date. All cancellations must be in writing prior to insertion deadline for issue and shall not be considered accepted until confirmed by Ad Guidance.

Ads will be invoiced by ASCA for each issue individually when magazine is printed.

For further information, contact: **Robin Cibroski**
 Ad Guidance, Inc. • 283 Whistlewood Lane, Winchester, VA 22602
 Toll Free: 800-597-7210 • Fax: (540) 542-0550 • E-mail: robin@adguidance.com

Submit all ad materials and insertion order forms to Ad Guidance by fax or email.



ASCA School Counselor Magazine Advertising Insertion Order

Company _____

Address _____

Phone _____ Fax _____

Contact _____ Email _____

Billing Address (if different from above) _____

Ad insertion for: (check all that apply; please note that covers are four color, full page only)

- Four Color Black & White Cover 2 Cover 3 Cover 4

(check all that apply)

Sep/Oct '16 Issue

- Full Page 2/3 Page 1/2 Page 1/3 Page: Vert Square

Nov/Dec '16 Issue

- Full Page 2/3 Page 1/2 Page 1/3 Page: Vert Square

Jan/Feb '17 Issue

- Full Page 2/3 Page 1/2 Page 1/3 Page: Vert Square

Mar/Apr '17 Issue

- Full Page 2/3 Page 1/2 Page 1/3 Page: Vert Square

May/June '17 Issue

- Full Page 2/3 Page 1/2 Page 1/3 Page: Vert Square

Jul/Aug '17 Issue

- Full Page 2/3 Page 1/2 Page 1/3 Page: Vert Square

Mobile App/Digital Edition Sponsor

- Sep/Oct '16 Nov/Dec '16 Jan/Feb '17 Mar/Apr '17 May/June '17 July/Aug '17

Billing:

Magazine Print Ads:

\$ _____ (rate) X _____ (# of insertions) = \$ _____ Total

Magazine Mobile App/Digital Edition Sponsor Ad:

\$ _____ (rate) X _____ (# of issues) = \$ _____ Total

Signature _____

Date _____

Fax or email Insertion order to Ad Guidance, robin@adguidance.com, fax: 540-542-0550
Ad Guidance, Inc. • 283 Whistlewood Lane, Winchester, VA 22602
Phone: 800-597-7210

General Conditions for Advertising in the ASCA School Counselor Magazine

No advertisement shall be published unless an insertion order form and ad materials (see mechanical requirements) are received at the offices of Ad Guidance, Inc. by the closing deadline specified by Ad Guidance for the issue(s) desired.

Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the offices of Ad Guidance, Inc. by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing, the Advertiser's most recent advertisement shall be used.

If all necessary advertising materials are not received at the offices of Ad Guidance, Inc. by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.

No advertisement may be canceled after the Insertion Order Due date for the issue in which it is scheduled to appear.

Layout and typesetting costs are not included in the Publisher's advertising price and shall be billed separately to the Advertiser at prevailing rates.

The Advertiser must pay the Publisher's invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past-due account.

The Publisher shall not be responsible for errors caused by designers and typesetters.

The Publisher shall not be responsible for claims made in advertisements, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.

All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.

The Advertiser and any agency utilized by it are subject to satisfactory credit reports.

The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.

In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.