



Today's Education, Tomorrow's Career! Newsletter Advertising

What are my options?

Advertise in our tri-annual newsletter (follows school year) with the single ad option or SAVE 20% when you choose the annual advertising option.

Average Newsletter Circulation:

4,000 educators

How much does it cost?

Depending on the ad size and color option, ads range from \$120—\$900+. By choosing the annual advertising option, you save 20% per ad.

Who reads the newsletter?

Superintendents, Administrators, Teachers, Support Staff, School Boards, Adult Workforce Development Staff, Career Readiness Staff, and Professors.

Reach over 18,000 educators annually with an advertisement in each issue of *Today's Education, Tomorrow's Career!*

Questions? Call Jennifer at 614/890-2283

Introduce

your company's product and services to more than **4,000** decision-makers and educators throughout Ohio with an advertisement in *Today's Education, Tomorrow's Career!* newsletter.

REACH a very targeted audience for as little as **\$.03 per contact with our annual advertising option**. Call Jennifer to reserve your spot TODAY, 614-890-2283.

Rate Card Newsletter - Single Ad Option

Circulation 4,000

Ad Size	Black/White	Two Color	Four Color
Full Page	\$500	\$700	\$900
1/2 Page (horizontal)	\$300	\$500	\$700
1/4 Page (vertical)	\$200	\$400	\$600
1/8 Page (horizontal)	\$150	\$350	\$550



Rate Card Newsletter - Annual Advertising Option (Per ad price)

Ad Size	Black/White	Two Color	Four Color	SAVINGS!
Full Page Ads*	\$400	\$560	\$720	Up to \$180
1/2 Page Ads* (horizontal)	\$240	\$400	\$560	Up to \$140
1/4 Page Ads* (vertical)	\$160	\$320	\$480	Up to \$120
1/8 Page Ads* (horizontal)	\$120	\$280	\$440	Up to \$110

* Ad price per issue, three issues annually. If we do not receive a different ad by the print deadline, we will reuse the original ad provided.

Today's Education, Tomorrow's Career! 2009 Editorial Calendar

Issue	Topics	Space Deadline	Artwork Deadline
Spring 2009	The Conference Issue — Special Circulation 10,000	February 20, 2009 (COMPLETED)	February 25, 2009
Fall 2009	Back to School	July 15, 2009	August 1, 2009
Winter 2010	Ohio ACTE Advocacy	December 1, 2009	December 15, 2009