

EDUCATION LEADERS *TODAY*

MEDIA KIT 2012

ADVERTISING RATES

Rates	1X	2X	3X	4X
Double Page	\$12,995	\$11,046	\$9,746	\$9,096
Full Page (incl. 200 editorial sidebar)	\$8,200	\$6,970	\$6,150	\$5,740
Half Page (incl. 100 editorial sidebar)	\$4,995	\$4,246	\$3,746	\$3,496
Quarter Page	\$3,595	\$3,056	\$2,696	\$2,516
Beside Masthead	\$7,590	\$6,452	\$5,692	\$5,313
Inside Back Cover	\$9,900	\$8,143	\$7,425	\$6,930
Inside Front Cover	\$9,900	\$8,415	\$7,425	\$6,930
Back Cover	\$13,950	\$11,858	\$10,462	\$9,765
Website Advertising				
Homepage MPU	\$3,000	\$2,700	\$2,430	\$2,000
Website MPU	\$1,500	\$1,350	\$1,200	\$1,000
Homepage Banner	\$1,000	\$1,350	\$1,200	\$1,000
Website Banner	\$1,000	\$900	\$800	\$700
Newsletter				
Monthly	1	3	6	12
1/4 Page	\$980	\$890	\$770	\$695
1/2 Page Vertical/Horizontal	\$1,795	\$1,495	\$1,280	\$1,195
Self Sponsored Editorial				
2 Page Spread (400 words)	\$6,750			
4 Page Spread (800 words)	\$8,900			
6 Page Spread (1200 words)	\$11,500			
Email Campaign				
Per 500 Mailings	\$250 Text / \$1,500 Design			

**ONLY
ACCEPTED
FILETYPES:**

**JPG, PDF, TIFF
InDesign
Photoshop**