

ASCA State Associations

2011-2012 Digital Magazine Rate Card

Advertise in the state school counselor associations digital flash magazines and you can be at the fingertips of school counselors 24/7. The state association magazines are published three times a year, Winter, Spring and Back to School. Presently we offer advertising opportunities in 13 state publications plus we offer frequency discounts and multiple state magazine discounts. The ads are linked and statistics are available.

E-Mail Blast Banner & Sponsor Button Advertising – You can sponsor the e-mail blast with your banner ad prominently displayed **at the top of the e-mail blast page** and also with a button ad on every page of the digital magazine (displayed at all times in the magazine viewer). Single sponsor per issue – the e-mail blast for the magazine is sent **twice**; an initial blast when the magazine is ready and then a second blast to un-opens two weeks later.

AD RATES – PER INSERTION, PER STATE			
(all ads are 4-color)			
	<u>1 Insertion</u>	<u>2 Insertions</u>	<u>3 Insertions</u>
E-mail Blast Banner & Sponsor Button (only one available per state per issue)	\$549	\$502	\$457
Cover 4 (outside front right – Screen 1)	\$729	\$693	\$658
Cover 2 (inside front cover – Screen 2)	\$643	\$610	\$580
Full Page	\$584	\$556	\$530
1/2 Page	\$335	\$318	\$302

Deduct:
 10%* for 2 states
 15%* for 3 States
 20%* for 4 States
 25%* for 5 or more states

*Per ad insertion per state

Enhanced Digital Options:

- Lead Gen ad enhancement form @ \$99 per element per ad
- Animated ad or streaming video enhancement @ \$49 per element per ad

AD SIZES:

E-mail Blast Banner Ad & Sponsor Button: E-mail Blast Ad: 468 w x 60 h pixels; jpeg file
 Sponsor Button in Magazine: 2" w x 3" h PDF file; 200 dpi

Cover 4 (outside front right – Screen 1): 8 ½" wide x 11" high
 Cover 2 (Inside front cover – Screen 2): 8 ½" wide x 11" high
 Full Page: 8 ½" wide x 11" high
 1/2 Page: 7 3/8" wide x 4 3/4" high

We would be happy to e-mail you samples of previous flash magazines

AD SPECIFICATIONS:

Static PDF file - E-mail PDF file with fonts embedded (resolution must be minimum 200 dpi file).

Animated Ad – Provide entire ad as a Flash File

Streaming Video – Provide PDF file of ad with fonts embedded (at least 200 dpi file), Video created as a FLV, AVI, QuickTime or MP4 file. Video file should not exceed 25 MB and should be 1-3 minutes maximum.

Audio File – FLV file or MP3, OGG, Wave, WMA (windows media audio) format

Lead Gen Ad Form – Custom form on face of the ad could include e-mail address and name of individual requesting information.

Where to send files: E-mail all ad files to robin@adguidance.com For more information on any of the above, please call 1-800-597-7210.

BILLING: Ads will be invoiced by the **American School Counselor Association** for each issue individually when digital magazine is published. Total billing due and payable within 30 days of invoice. All cancellations must be in writing prior to insertion deadline for issue and shall not be considered accepted until confirmed by Ad Guidance.

CLOSING DATES

BACK TO SCHOOL

Issue	Insertion Order Due	Ad Copy Due	First E-mail Blast Date
Oregon*	8/10/11	8/18/11	9/2/11
New Jersey*	8/10/11	8/18/11	9/2/11
Ohio*	8/17/11	8/25/11	9/9/11 (Print Only)
Missouri*	8/17/11	8/25/11	9/9/11
North Carolina*	8/25/11	9/2/11	9/16/11
California*	8/25/11	9/2/11	9/16/11
Florida *	8/31/11	9/8/11	9/23/11
Indiana	8/31/11	9/8/11	9/23/11
Pennsylvania*	9/7/11	9/15/11	9/30/11
Hawaii	9/7/11	9/15/11	9/30/11
Wisconsin*	9/14/11	9/22/11	10/7/11
Washington	9/14/11	9/22/11	10/7/11
Virginia	9/21/11	9/29/11	10/14/11

*Pre-Conference Issues

No. of Members Per State:
California: 5,500
Florida: 4,900
Hawaii: 150
Indiana: 700
Missouri: 2,000
New Jersey: 3,000
North Carolina: 1,600
Ohio: 1,500 (Print Only)
Oregon: 400
Pennsylvania: 1,300
Virginia: 1,000
Washington: 1,800
Wisconsin: 1,300

WINTER

Issue	Insertion Order Due	Ad Copy Due	First E-mail Blast Date
Oregon	11/2/11	11/10/11	11/28/11
New Jersey	11/2/11	11/10/11	11/28/11
Ohio	11/9/11	11/17/11	12/2/11 (Print Only)
Florida	11/9/11	11/17/11	12/2/11
California	11/16/11	11/23/11	12/9/11
North Carolina	11/23/11	12/1/11	12/16/11
Hawaii*	11/23/11	12/1/11	12/16/11
Missouri	12/7/11	12/15/11	1/13/12
Indiana	12/7/11	12/15/11	1/13/12
Wisconsin	12/21/11	1/5/12	1/20/12
Washington*	12/21/11	1/5/12	1/20/12
Pennsylvania	1/4/12	1/12/12	1/27/12
Virginia*	1/4/12	1/12/12	1/27/12

*Pre-Conference Issues

SPRING

Issue	Insertion Order Due	Ad Copy Due	First E-mail Blast Date
Oregon	2/8/12	2/16/12	3/2/12
New Jersey	2/8/12	2/16/12	3/2/12
Ohio	2/15/12	2/23/12	3/9/12 (Print Only)
Florida	2/15/12	2/23/12	3/9/12
North Carolina	2/22/12	2/29/12	3/16/12
California	2/22/12	2/29/12	3/16/12
Indiana	2/29/12	3/8/12	3/23/12
Pennsylvania	3/7/12	3/15/12	3/30/12
Hawaii	3/7/12	3/15/12	3/30/12
Wisconsin	3/14/12	3/22/12	4/6/12
Washington	3/14/12	3/22/12	4/6/12
Virginia	3/21/12	3/29/12	4/13/12
Missouri	3/21/12	3/29/12	4/13/12

*Pre-Conference Issues

For further information, contact:

Ken Cibroski, Ad Guidance, Inc., 283 Whistlewood Lane, Winchester, VA 22602
 Toll Free: (800) 597-7210 • Fax: (540) 542-0550 • E-mail: ken@adguidance.com

ASCA State Associations Digital Magazines

2010-2011 Advertising Insertion Order Form

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Contact _____ E-mail _____

Billing Address (if different than above) _____

Available State Magazines:

California (CA), Florida (FL), Hawaii (HI), Indiana (IN), Missouri (MO), New Jersey (NJ), North Carolina (NC), Ohio (OH), Oregon (OR), Pennsylvania (PA), Virginia (VA), Washington (WA), Wisconsin (WI)

Ad Insertion for: (check all that apply; all ads are 4-color)

Back to School 2011 Issue State(s): _____

E-mail Blast Sponsor Cover 4 Cover 2 Full Page 1/2 Page

Winter 2011-2012 Issue State(s): _____

E-mail Blast Sponsor Cover 4 Cover 2 Full Page 1/2 Page

Spring 2012 Issue State(s): _____

E-mail Blast Sponsor Cover 4 Cover 2 Full Page 1/2 Page

Optional Digital Enhancements: State(s): _____

Streaming Video Animated Ad Lead Gen Form

Magazine Ads:

Rate Per Insertion \$ _____ Less Discount \$ _____ % = Net Rate per Insertion* \$ _____

Number of Ad Insertions _____ X Net Rate = \$ _____ Total

Digital Enhancements:

Rate Per Insertion \$ _____ Less Discount \$ _____ % = Net Rate per Insertion* \$ _____

Number of Ad Insertions _____ X Net Rate = \$ _____ Total

**Amount to be billed per ad insertion*

Signature _____

Date _____

For further information, contact:

Ad Guidance, Inc., Ken Cibroski

Toll Free: (800) 597-7210 • Fax: (540) 542-0550 • E-mail: ken@adguidance.com

GENERAL CONDITIONS FOR ADVERTISING

No advertisement shall be published unless an Insertion Order form and ad copy (see mechanical requirements) are received at the offices of Ad Guidance, Inc. by the closing deadline specified by Ad Guidance, Inc. 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 prior to the insertion deadline, the Advertiser's most recent ad copy 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 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.