



## TEXAS ASCD ADVERTISING RATE CONTRACT

### ***Leaders of Learners and/or Leadership PDF Publications***

*Rates apply to Leaders of Learners and Leadership newsletter*

- ♦ Advertising Rates effective January 1, 2023 ♦ First-time advertisers are required to prepay.

#### **1. GENERAL ADVERTISING RATES**

*(4-color/CMYK or RGB in either Texas ASCD Publication)*

Full page	6.75" (w) x 9.5" (h)	\$1000.00 per insertion
Half page	6.75" (w) x 4.75" (h)	\$500.00 per insertion
Quarter page	3.375" (w) x 4.75" (h)	\$225.00 per insertion

\*\* 10% discount given for (4) four or more insertions per publication per month

#### **2. ISSUANCE AND CLOSING DATES**

**Leaders of Learners** is published four times per year in January, April, July and October.

**Leadership** is a newsletter that is published four times per year in February/March; May/June; August/September; and November.

Approximate e-mailing date – 5<sup>th</sup> of the month (February due date is the 25<sup>th</sup> of the month) Closing date for copy – 25<sup>th</sup> of the month prior to insertion (February is the 20<sup>th</sup> of the month).

#### **3. DIGITAL FILE REQUIREMENTS**

- Recommended Resolution – 266-300 dpi
- Ads should be supplied in digital file formats and e-mailed to [texasascd@txascd.org](mailto:texasascd@txascd.org) if the file does not exceed 10 MB. Files above 10MB may be delivered via Dropbox.
- File formats accepted include: jpeg (jpg), pdf, tiff or eps.

#### **4. PRODUCTION CHARGES**

Charges for art work, typesetting alterations, additions or other preparations necessary for printing will be billed back to the advertiser as production charges at a rate of \$75.00 per hour. Commission to agencies will not be paid by Texas ASCD.

#### **5. COPY AND CONTRACT REGULATIONS**

All advertising is subject to approval by Texas ASCD, which reserves the right to reject any advertising it feels is not in keeping with the vision and mission of Texas ASCD. Advertisers and advertising agencies assume the responsibility for all content and for any claims arising from publication of advertising. Advertising which simulates editorial content will be labeled "advertisement" and/or boxed, at the discretion of the editor. Political, alcohol, tobacco, and other related types of advertising will not be accepted. Cancellations will be accepted up to 30 days before closing date for camera-ready copy and must be in writing signed by the authorized representative of the advertiser.

**TEXAS ASSOCIATION FOR SUPERVISION AND CURRICULUM DEVELOPMENT**

1601 Rio Grande, Ste. 451 ♦ Austin, Texas 78701

Phone 512-477-8200 ♦ Fax 512-477-8215 ♦ 800-717-ASCD

[www.txascd.org](http://www.txascd.org)

# TEXAS ASCD CONTRACT FOR AD SPACE

This agreement authorizes Texas ASCD to reserve space for our advertising at the indicated cost and subject to the conditions and terms as follows:

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_  
(CITY, STATE AND ZIP)

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Please indicate desired ad size, month and number of insertions below:

☐ Full page (6.75" x 9.5")      ☐ Half Page (6.75" x 4.75")      ☐ Quarter page (3.375" x 4.75")

## ***Leaders of Learners***

- ☐ January
- ☐ April
- ☐ July
- ☐ October

## ***Leadership***

- ☐ Feb/March
- ☐ May/June
- ☐ Aug/Sept
- ☐ November

# of Insertions x Ad Rate = Total Cost

\_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

\*\* If three (3) or more insertions,  
subtract 10% from total cost

**Special Rate:**    ☐ Apply 10% Discount (Advertising in (3) or more publications)

This contract represents cost for space only. Advertiser is liable for all costs incurred in the preparation of advertising. Production or design work for advertising not furnished camera-ready, will be billed to the advertiser. Advertiser assumes full responsibility for all material submitted, including but not limited to its accuracy. Advertiser does hereby agree to indemnify and hold Texas ASCD harmless with respect to any claims or actions against Texas ASCD for any cost, legal fees, or related expenses for claims made or judgments rendered against Texas ASCD resulting from publication of the advertising, including but not limited to claims for unauthorized use of photographs, names, maps, illustrations, etc., or any claims for libel, slander, piracy, plagiarism, invasion of privacy or infringement of copyright.

The terms and conditions set forth on this contract are incorporated herein by reference and made a part hereof as though set out herein fully. None of the terms and conditions of this contract may be amended or altered unless authorized in writing and signed by an authorized representative of Texas ASCD.

Rates are subject to change on a 90-day notice. Publisher will honor all contract rates in effect for the duration of the contract. Effective rates and other conditions are set on the rate sheet for Texas ASCD and control this contract. Execution of this contract indicates that the advertiser accepts the forgoing terms and rates.

Total Amount: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Authorized Representative: \_\_\_\_\_

Title: \_\_\_\_\_

## **TEXAS ASSOCIATION FOR SUPERVISION AND CURRICULUM DEVELOPMENT**

1601 Rio Grande, Ste. 451 ♦ Austin, Texas 78701  
Phone 512-477-8200 ♦ Fax 512-477-8215 ♦ 800-717-ASCD  
www.txascd.org