

EDDIGEST

THE EDUCATION DIGEST



2018-19 Media Planner

*Reach administrators, teachers,
and tomorrow's teachers
at all levels*

www.eddigest.com



The Education Digest is an unmatched collection of articles about issues facing the U.S. educational scene today. Published monthly September through May, *Ed Digest* serves school leaders wanting to find new ways to improve instruction, increase student learning, support teachers, and assist parents.

Ed Digest identifies practical ideas and presents them in a less lengthy, easy to read, and readily applied format. And, *Ed Digest* is also a great place to promote college and university teacher education programs.

A Reliable, Trusted Source for Educators since 1936

Each month of the school year, *Ed Digest* provides the education community with an overview of the best, most significant, and most interesting in professional reporting and commentary. *Ed Digest* is:

- Written for administrators, teachers, and policymakers at all levels
- Used extensively in college and university course packs
- Used as a reference source in hundreds of public and private libraries
- Used in professional development workshops



“I LOVE the format and the fact that I can quickly read ed items that are timely and relevant.”

—Heather Ashley, Shenandoah County Public Schools

We Can Help You Achieve Your Marketing Goals

Our advertising staff can help tailor an ad campaign to fit your budget. Contact us for assistance.

2018-19 Schedule

Issue	Closing Date	Copy Due
September 2018	June 27	June 27
October 2018	July 25	July 25
November 2018	August 29	August 29
December 2018	September 26	September 26
January 2019	October 31	October 31
February 2019	December 5	December 5
March 2019	January 9	January 9
April 2019	February 13	February 13
May 2019	March 20	March 20

Black & White Rates

Frequency	1x	3x	5x	9x
1 page.....	\$775	\$695	\$650	\$595
1/2 page.....	\$510	\$459	\$433	\$395
1/4 page.....	\$255	\$229	\$216	\$199
1 column inch.....	\$50	\$45	\$40	\$35

15% commissionable for print-ready ad materials.

New advertisers—inquire about special introductory rates.

Classified ads accepted at display rates. No reading notices.

Color Rates (available on covers only)

From standard process colors

4-color.....Black & white rate plus \$400

2-color.....Black & white rate plus \$200

For matched color or 3-color ads, add \$75 to the two-color rate. Matched color will be created from process-color inks.

Business reply card inserts are available. Call for pricing.

Online Advertising

Banner ad—468 x 60 pixels..... \$250/month..... \$2400/year

Call for other online options.

Ad Dimensions

Width Depth

Covers 2, 3, and 4

4-color, bleed OK, PDF format preferred

Full page, bleed*5-3/4" 8-1/2"

*Magazine trims to 5-1/4" x 8". Keep important type and graphics 3/8" away from trim lines. Include crop and bleed marks.

Full page.....4-1/2" 7-1/4"

Inside pages

B&W only, no bleed, PDF format preferred

Full page.....3-7/8" 6-1/4"

1/2 horizontal3-7/8" 3"

1/2 vertical..... 1-13/16" 6-1/4"

1/4 vertical..... 1-13/16" 3"

Send ads in PDF format. Color available only on covers.

Cancellations not accepted after close date. Publisher has the right to refuse ads deemed not in keeping with the goals of *The Education Digest* and accepts no responsibility for claims made by advertisers.



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