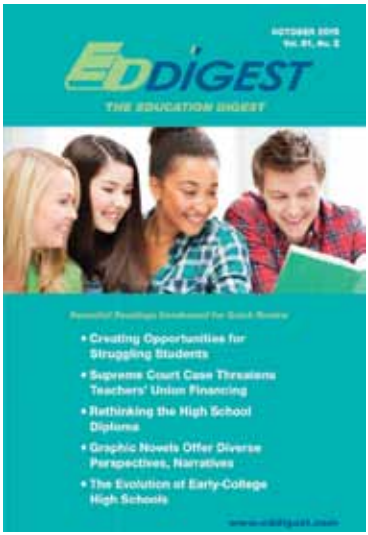
EDDIGEST

THE EDUCATION DIGEST

2016-17 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. The unique purpose of ***Ed Digest*** is met by identifying practical ideas and presenting them in a way that is less lengthy, easy to read, and readily applied. And ***Ed Digest*** is 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

We invite you to get to know us better, and learn what we can do to help you achieve your marketing goals. Advertising improves the visibility of your products and services among purchasers in your field. Our advertising staff can help tailor an ad campaign to fit your budget. Contact us for assistance.

2016–17 Schedule

Issue	Closing Date	Copy Due
April 2016	February 1	February 3
May 2016	February 29	March 2
September 2016	July 5	July 7
October 2016	August 1	August 3
November 2016	September 5	September 7
December 2016	October 3	October 5
January 2017	October 31	November 2
February 2017	November 28	November 30
March 2017	January 2	January 4
April 2017	January 30	February 1
May 2017	February 27	March 1

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 horizontal	3-7/8"	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.

Matt Knope, Advertising Sales Manager
matt@eddigest.com
800-530-9673 x302 • Fax: 734-975-2787
PO Box 8623, Ann Arbor, MI 48107-8623