

MEA VOICE

An Official Publication of the Michigan Education Association

2011-12 Advertising Rate Card

Rates and Sizes

Display advertising

Full color, vertical one-quarter page layout. \$1,500
Dimensions: 3.7 in. wide x 4.95 in. high

Full color, horizontal one-eighth page layout. \$750
Dimensions: 3.7 in. wide x 2.4 in. high

Advertisers will be billed after publication is printed.

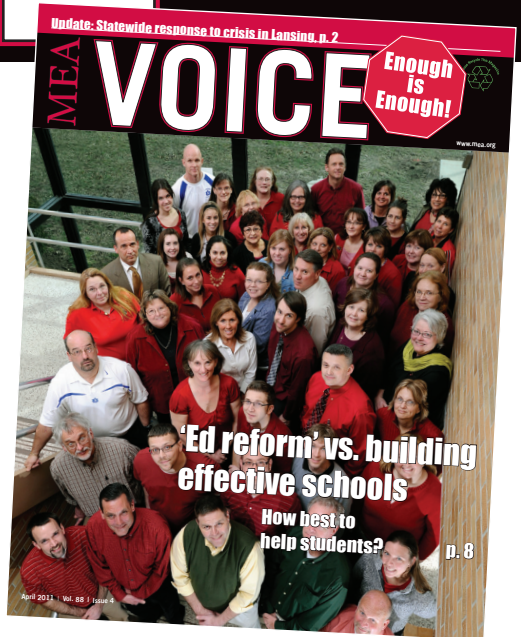
Classified advertising

Cost is \$1 per word, with a \$20 minimum.
Classified ads may not exceed 65 words.

Ad Deadlines

Display ads: Space in the desired issue(s) must be reserved in advance. Space will be sold on a *first-come, first-served* basis until the maximum is reached. See full **advertising policy** and deadlines on reverse. All display ads must be received no later than 5 p.m. on the deadline date.

Classified ads: Classified ads are accepted depending on available space (see reverse for exclusions). Ads must be pre-paid and submitted in writing, with the advertiser's name and current address, phone number and e-mail address, whether or not they appear in the ad.



Production Requirements

All display advertisements must be supplied as **output-ready art**; digital files that can be placed in the Voice with no adjustments. All required elements must be present, file formats correct, no RGB color, no missing or corrupt fonts and all items scaled and linked correctly.

If any display ad requires additional services due to software formatting problems, the time required to properly place the ad in the MEA Voice will be charged to the advertiser at the rate of \$50 per hour.

File Specifications

Files should be saved as press quality PDF, EPS or TIFF with 300 pixels per inch resolution, CMYK or grayscale. Any other file format will incur an additional charge.

Include all graphic files and fonts used (screen and printer fonts). **Do not compress files.**

File name should include customer name and date. EPS or TIFF ads should be submitted on a CD. Complete PDF ad files may be submitted by e-mail to vads@mea.org and scoats@mea.org.

The Michigan Education Association

The Michigan Education Association is the premier education organization in the state. It is made up of more than 1,000 local associations and is affiliated with the 3.2 million-member National Education Association (NEA), based in Washington, D.C.

MEA's mission is to ensure that the education of our students and the working environments of our members are of the highest quality.

The MEA Voice

The MEA Voice magazine is produced by staff for the benefit of our members. It takes its direction from and reflects the adopted policies of the MEA Representative Assembly and Board of Directors; it maintains a neutrality toward all internal politics of the association.

With a circulation of more than 155,000, the MEA Voice remains one of the most influential education publications in which to advertise.

MEA Voice Advertising Policy

The MEA Voice accepts only education-related display ads. Since the MEA Voice is a publication for members, the editor will exercise care to accept only advertising placed by reliable and ethical advertisers. Acceptance of advertising does not imply MEA endorsement or approval.

Advertising is not accepted for:

- alcoholic beverages, tobacco, politics or labor disputes, a conflicting service or a program that is a negotiations factor in local bargaining, material in violation of the Code of Ethics of the Education Profession.
- programs or services that compete with those offered by MESSA and MEA Financial Services (including health insurance, tax-deferred annuities, life insurance, auto insurance, homeowners insurance, and financial planning).

The editorial staff reserves the right to reject any advertisement.

MEA Voice Magazine 2011-12 Publication Dates

August 2011

Advertising deadline: **July 15**
Publication date: **Aug. 26**

October 2011

Advertising deadline: **Aug. 19**
Publication date: **Sept. 30**

December 2011

Advertising deadline: **Oct. 21**
Publication date: **Dec. 2**

February 2012

Advertising deadline: **Dec. 21**
Publication date: **Feb. 10**

April 2012

Advertising deadline: **Feb. 17**
Publication date: **March 30**

August 2012

Advertising deadline: **July 13**
Publication date: **Aug. 24**

MEA Voice Staff

DIRECTOR OF COMMUNICATIONS:

Doug Pratt

EDITOR:

Karen Schulz

PUBLICATIONS SPECIALIST:

Shantell Coats Crispin

**Questions should be directed to
MEA Voice at 517-332-6551 or
800-292-1934 or e-mail vads@mea.org.**