

MEA VOICE

An Official Publication of the Michigan Education Association

*Pricing and terms have changed as of June 2009.
Please read document carefully.*



2009-10 Advertising Rate Card

Rates and Sizes

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

Classified advertising \$20 min.
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 the full **advertising policy** on the back of this sheet. All display ads must be received no later than 5 p.m. on the deadline date. Deadlines for each publication date are listed on the back of this sheet.

Classified ads: The MEA Voice accepts classified ads depending on available space, and excluding specific listings (see the full advertising policy on the back of this sheet). 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. Deadline for classified ads is the same as those for display ads. Deadlines for each publication date are listed on the back of this sheet.

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

The MEA Voice is produced in Adobe InDesign CS3 on the Macintosh operating platform.

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 sgaryet@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 2.8 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 160,000, 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, financial planning and travel)

The editorial staff reserves the right to reject any advertisement.

MEA Voice Magazine 2009-10 Publication Dates

October 2009

Advertising deadline: **Aug. 24**

December 2009

Advertising deadline: **Oct. 16**

February 2010

Advertising deadline: **Dec. 18**

April 2010

Advertising deadline: **Feb. 12**

June 2010

Advertising deadline: **Apr. 23**

August 2010

Advertising deadline: **June 28**

MEA Voice Staff

DIRECTOR OF COMMUNICATIONS:

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Shantell Coats Crispin

PROOFREADER/GRAPHICS EDITOR:

Sue Garyet

Questions should be directed to MEA Voice at 517-332-6551 or 800-292-1934.

Advertiser checklist

- Space reserved in advance
- Materials mailed/e-mailed ahead of deadline
- Files set to proper color space, resolution and format; not compressed; fonts/graphics included
- File name indicates advertiser name and publication date that space is reserved for