



www.ASumag.com
www.SchoolDesigns.com

9800 Metcalf Avenue • Overland Park, KS 66212
Phone: (913) 341-1300 • Fax: (913) 967-1898

Issued: September 2007
Effective: January 2008

1. DISPLAY ADVERTISING RATES

COLLEGE/UNIVERSITY: (1/4 Page Minimum)

	1x	3x	6x	9x	12x	18x	24x
Full Page	3945	3765	3520	3445	3250	3145	3035
2/3 Page	2945	2805	2610	2535	2395	2310	2245
1/2 Island	2665	2525	2320	2275	2115	2060	1995
1/2 Page	2275	2170	1995	1950	1830	1770	1715
1/3 Page	1440	1380	1260	1240	1170	1130	1090
1/4 Page	1130	1080	1000	970	910	890	860

Color Rates	Per Ad	Spread
2-Color, extra	\$325	\$430
Matched color, extra	400	500
3-, 4-Color Process, extra	690	1115
5-Color Process, extra	1065	1540

PUBLIC/PRIVATE (K-12): (1/4 Page Minimum)

	1x	3x	6x	9x	12x	18x	24x
Full Page	\$8055	\$7620	\$7120	\$6980	\$6570	\$6345	\$6160
2/3 Page	5975	5675	5265	5135	4820	4655	4505
1/2 Island	5390	5080	4700	4325	4325	4185	4040
1/2 Page	4645	4375	4040	3935	3705	3595	3465
1/3 Page	2940	2795	2580	2505	2350	2290	2210
1/4 Page	2290	2160	1995	1950	1845	1780	1715

Color Rates	Per Ad	Spread
2-Color, extra	\$480	\$635
Matched color, extra	595	750
3-, 4-Color Process, extra	1030	1675
5-Color Process, extra	1595	2310

FULL RUN DISPLAY: Black & White

	1x	3x	6x	9x	12x	18x	24x
Full Page	\$10625	\$10115	\$9395	\$9170	\$8630	\$8350	\$8090
2/3 Page	7900	7485	6930	6725	6345	6105	5945
1/2 Island	7070	6660	6170	6010	5630	5490	5305
1/2 Page	6075	5770	5315	5165	4885	4710	4575
1/3 Page	3845	3650	3380	3275	3100	2990	2900
1/4 Page	2990	2830	2610	2560	2385	2310	2255
1/6 Page	2600	2450	2275	2220	2080	2020	1960

Color Rates	Per Ad	Spread
2-Color, extra	\$635	\$855
Matched color, extra	790	1009
3-, 4-Color Process, extra	1375	2230
5-Color Process, extra	2125	3080

Cover Rates (includes 4-color process)

Cover II	13365
Cover III	12780
Cover IV	14750

CLASSIFIED ADVERTISING (net, one inch minimum)

	1x	3x	6x	12x
Per Column Inch (width 2-1/4)	\$140	\$135	\$115	\$105
Color: \$80	Reader Service: \$55			
Box Rule: \$35	Blind Box: \$35			

Contact Gary Kazmier, Classified Sales, at (800) 443-4969 ext. 4
Gary.Kazmier@penton.com.

SPECIAL SUPPLEMENT RATES:

SCHOOL SECURITY and GREEN SCHOOLS & UNIVERSITIES

Full Page	\$5855
2/3 Page	4405
1/2 Island	3945
1/2 Page	3415
1/3 Page	2190
1/4 Page	1670

Color Rates	Per Ad	Spread
2-Color, extra	\$395	\$530
Matched color, extra	510	634
3-, 4-Color Process, extra	885	1405

a. BUYERS' GUIDE & INDUSTRY SOURCEBOOK

A 13th issue published Spring 2008. Earned rates apply. Contact Gary Kazmier at (800) 443-4969 or Gary.Kazmier@penton.com for low-cost ways to add boldface type, a mini-ad or your company logo to your Sourcebook information.

Special 4-Page Catalit Offer: \$1250

Industry Sourcebook Ad Closing: February 15, 2008

b. MARKETPLACE ADVERTISING

Available in every issue • 3-3/8" x 4-7/8" • 4-color

Send high-resolution digital file (.pdf, .eps, .tif) or photo to: Specialty/Classified Ad Production, *American School & University*, 9800 Metcalf Avenue, Overland Park, KS 66212. E-mail: Melissa.Scheffler@penton.com. **Rate: \$1100 net**

See page 2 for complete digital ad specifications.

c. WEBWATCH ADVERTISING

Available in every issue • 1/9-page • 4-color

Send 40 words of copy and your URL to: Specialty/Classified Ad Production, *American School & University*, 9800 Metcalf Avenue, Overland Park, KS 66212. E-mail: Melissa.Scheffler@penton.com. **Rate: \$525 net**

d. LITERATURE FOR ADMINISTRATORS ADVERTISING

Available in every issue • 3-1/2" X 2-1/2" • 4-color

Send 50 words of copy and your catalog or brochure to: Specialty/Classified Ad Production, *American School & University*, 9800 Metcalf Avenue, Overland Park, KS 66212. E-mail: Melissa.Scheffler@penton.com. **Rate: \$925 net**

e. E-NEWSLETTERS

Schoolhouse Beat: \$1750 net per month, three-month minimum. Includes non-rotating 468x60 banner, 50 words of text with headline and linking URL.

Green School & University: Choice of 468x60 banner or 120x600 skyscraper. Includes 50 words of text with headline and linking URL. Call for pricing.

First Monday: AS&U's monthly product bulletin. Free with your display ad. Ask your Sales Representative for details.

f. ONLINE ADVERTISING: ASumag.com and SchoolDesigns.com

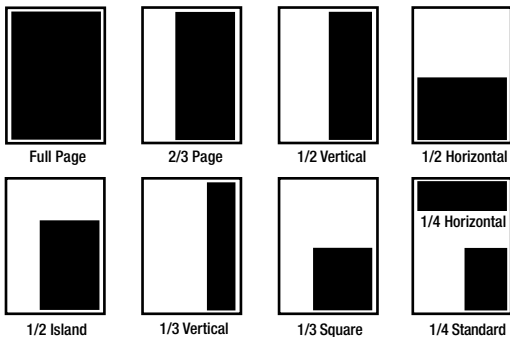
Call your advertising sales representative or visit

<http://asumag.com/advertisers> for information about an integrated print/online advertising program to promote your product or service.

g. INSERTS: Please contact your Advertising Sales Representative for rates, shipping instructions and production specifications, or visit pentonads.com.

h. PRODUCTION CHARGES: Ad films requiring changes or electronic files requiring troubleshooting may incur additional production charges which will be billed at publisher's cost.

For complete preparation guidelines and file delivery information, please visit www.pentonads.com or contact Jessica Andreas, Ad Production Coordinator, (913) 967-1845, fax (913) 514-7087, Jessica.Andreas@penton.com



2. MECHANICAL REQUIREMENTS

a. PAGE SIZE

Publication Trim Size: 7.75" x 10.75"
Live Area: 7.25" x 10.25" Column Width: 2-1/4"

b. SPECIFICATIONS FOR BLEED

Single-page bleed: 8" x 11"
Two-page spread bleed: 15.75" x 11"
Trim for bleed spread: 15.5" x 10.75"

c. AD SPACE DIMENSIONS

Full Page 7" x 10"
2/3 Page 4.5" x 10"
1/2 Horizontal 7" x 4.875"
1/2 Island 4.5" x 7"
1/2 Vertical 3-3/8" x 10"
1/3 Vertical 2.125" x 10"
1/3 Square 4.5" x 4.875"
1/4 Standard 3-3/8" x 4-7/8"
1/4 Horizontal 7" x 2-3/8"

d. GENERAL SPECIFICATIONS

Printing Method: Web Offset • Binding: Perfect Bound
Paper: Cover printed on 70-lb. coated offset; text printed on 36-lb. coated groundwood offset • Ink: SWOP standard and four-color process

e. DIGITAL AD SPECIFICATIONS

Advertisers are strongly encouraged to submit advertising materials in a digital format prepared according to the following guidelines:

PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit

www.pentonads.com. Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)

Preferred Applications: QuarkXpress™; Adobe Pagemaker®; Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

Photos: 300 dpi, actual size, CMYK color model, .tif or .eps format; no JPEG compression.

Line Art/Text: 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

Fonts: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

Lettering: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

Color Tone Value: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

SALES REPRESENTATIVES:

Gregg Herring, Publisher, Tel: (770) 618-0333
Fax: (770) 618-0349, E-mail: Gregg.Herring@penton.com
Bill Perry, National Sales Manager, Tel: (770) 618-0453
Fax: (770) 618-0349, E-mail: bperry@ASUmag.com
JoAnne Romanek, Eastern Regional Sales Manager
Tel: (913) 981-6132, Fax: (913) 514-6356, E-mail: jromanek@ASUmag.com
John Pellettieri, Western Regional Sales Manager
Tel: (818) 368-5620, Fax: (818) 368-1699, E-mail: jbp7@earthlink.net
Tom Nilsen, Midwest Regional Sales Manager, Tel: (847) 634-0850
Fax: (913) 514-3969, E-mail: tnilsen@ASUmag.com
Gary Kazmier, Classified Sales, Tel: (800) 443-4969 ext 4
E-mail: Gary.Kazmier@penton.com

Proofs: We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). *Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.* **Media:** Mac or IBM CD, Zip 100, floppy. **FTP Upload:** <ftp://adclient:adclient@ftpsrvr2.penton.com/vendors/prepressop>. Please contact the publication Production Coordinator when files are submitted.

f. SHIPPING INSTRUCTIONS: Send all advertising contracts, insertion orders, materials, and correspondence to:

Jessica Andreas, Ad Production Coordinator, AS&U (issue date)
9800 Metcalf Avenue, Overland Park, KS 66212-2216.
(913) 967-1845, fax (913) 514-7087, Jessica.Andreas@penton.com

3. GENERAL INFORMATION

RATE POLICY AND CONTRACT PROVISIONS: All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. **The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication.** The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

AGENCY COMMISSION: 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

SEQUENTIAL LIABILITY: Advertiser and Advertising Agency are jointly and severally liable for payment. The Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc..

CANCELLATION POLICY: Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

ERROR LIABILITY LIMIT: The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

SHORT RATE PROTECTION: Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

RATE CARD IN EFFECT: Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.

TERMS OF SALE: Net 30 (thirty) days from date of invoice. No cash discounts allowed. The Publisher will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

LINE OF CREDIT: Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of the Publisher, and no advanced notification is promised or implied.

PAST DUE ACCOUNTS: Orders may be held at the Publisher's sole discretion. **COLLECTION RELATED ISSUES:** If the Publisher must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

JURISDICTION: Advertising Agencies and/or Advertisers agree that any legal action arising between the Publisher and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

NOTIFICATION TO PUBLISHER: If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten working days.

DEFINITIONS: As used in this section and rate card, "Publisher" shall refer to *American School & University* and its parent company.

For complete preparation guidelines and file delivery information, visit www.pentonads.com or contact the Production Coordinator.