



A M E R I C A N
S C H O O L
C O U N S E L O R
A S S O C I A T I O N

ASCA SCHOOL COUNSELOR MAGAZINE 2010 – 2011 ADVERTISING RATES

Editorial: ASCA School Counselor provides educational articles related to school counseling professionals at all levels: elementary, middle/ junior high, secondary, post-secondary, supervisors, counselor educators and students, as well as state and federal department of education employees.

Published: ASCA School Counselor magazine is published six times a year by the American School Counselor Association. The publication months are September, November, January, March, May and July.

Circulation: 27,000+

AD RATES - PER INSERTION All Ad Rates Are Net To ASCA

Four Color	1X	3X	6X
Cover 2 (inside front cover) or 4 (back cover)	\$ 3,570	\$ 3,246	\$ 2,950
Cover 3 (inside back cover)	\$ 3,426	\$ 3,115	\$ 2,831
Full Page – Bleed/Non Bleed	\$ 3,081	\$ 2,805	\$ 2,547
2/3 Page	\$ 2,108	\$ 1,916	\$ 1,742
1/2 Page	\$ 1,617	\$ 1,473	\$ 1,339
1/3 Page (Vertical or Square)	\$ 1,129	\$ 1,032	\$ 937

Black and White	1X	3X	6X
Full Page – Bleed/Non bleed	\$ 2,371	\$ 2,157	\$ 1,961
2/3 Page	\$ 1,620	\$ 1,474	\$ 1,340
1/2 Page	\$ 1,243	\$ 1,133	\$ 1,032
1/3 Page (Vertical or Square)	\$ 869	\$ 792	\$ 719

CLOSING DATES

Issue Date	Editorial Focus	Insertion Order Due	Advertising Materials Due
Sept/Oct 2010	Special Education Students	July 23, 2010	Aug. 3, 2010
Nov/Dec 2010	Career and College Planning	Sept. 24, 2010	Oct. 1, 2010
Jan/Feb 2011	Family & Community Involvement	Nov. 19, 2010	Dec. 3, 2010
Mar/Apr 2011	School Counselor of the Year	Jan. 25, 2011	Feb. 4, 2011
May/June 2011	Times are changing/Where Are We Now?	Mar. 25, 2011	April 7, 2011
July/Aug 2011	Annual Conference Issue - New Architects of the Profession	April 29, 2011	May 13, 2011

(Issue themes subject to change)

Mechanical Requirements

Magazine Trim Size 8 3/8 Wide x 10 7/8 High

Full page: 7-3/8" wide x 9-7/8" high (nonbleed) OR 8-5/8" wide x 11-1/8" high (bleed)

2/3 Page: 4-3/4" wide x 9-7/8" high

1/2 page: 7-3/8" wide x 4-3/4" high

1/3 page: 4-3/4" x 4-3/4" (square) OR 2-1/4" wide x 9-7/8" high (vertical)

Media: High resolution (300 dpi) PDF are preferred. (can be emailed). Or InDesign, Pagemaker or Quark Express files. Ads submitted on disk must include all fonts, original art files and a laser proof.

Advertising rates subject to change without notice unless prior advertising commitment received. Total billing due and payable within 30 days of invoice date. All cancellations must be in writing prior to insertion deadline for issue and shall not be considered accepted until confirmed by Ad Guidance.

Ads will be invoiced by ASCA for each issue individually when magazine is printed.

For further information, contact:

Ken Cibroski

Ad Guidance, Inc.

283 Whistlewood Lane, Winchester, VA 22602

Toll Free: 800-597-7210 • Fax: 877-562-9189

E-mail: ken@adguidance.com

Submit all ad materials and insertion order forms to
Ad Guidance by fax or email.



ASCA School Counselor Magazine Advertising Insertion Order

Company _____

Address _____

Phone _____ Fax _____

Contact _____ E-mail _____

Billing Address (if different from above) _____

Ad insertion for: (check all that apply; please note that covers are four color, full page only)

- Four Color Black & White Cover 2 Cover 3 Cover 4

(check all that apply)

Sept/Oct '10 Issue

- Full Page 2/3 Page 1/2 Page 1/3 Page: Vert Square

Nov/Dec '10 Issue

- Full Page 2/3 Page 1/2 Page 1/3 Page: Vert Square

Jan/Feb '11 Issue

- Full Page 2/3 Page 1/2 Page 1/3 Page: Vert Square

Mar/Apr '11 Issue

- Full Page 2/3 Page 1/2 Page 1/3 Page: Vert Square

May/June '11 Issue

- Full Page 2/3 Page 1/2 Page 1/3 Page: Vert Square

July/Aug '11 Issue

- Full Page 2/3 Page 1/2 Page 1/3 Page: Vert Square

Total amount to be billed per insertion (see Advertising Rate Sheet)

\$ _____ (rate) x _____ (# of insertions) = \$ _____

Signature _____

Date _____

Fax Insertion order form to Ad Guidance, toll free 877-562-9189
Ad Guidance, Inc., 283 Whistlewood Lane, Winchester, VA 22602
Toll Free: 800-597-7210, Fax: 877-562-9189

General Conditions for Advertising in the ASCA School Counselor Magazine

No advertisement shall be published unless an insertion order form and ad materials (see mechanical requirements) are received at the offices of Ad Guidance, Inc. by the closing deadline specified by Ad Guidance for the issue(s) desired.

Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the offices of Ad Guidance, Inc. by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing, the Advertiser's most recent advertisement shall be used.

If all necessary advertising materials are not received at the offices of Ad Guidance, Inc. by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.

No advertisement may be canceled after the Insertion Order Due date for the issue in which it is scheduled to appear.

Layout and typesetting costs are not included in the Publisher's advertising price and shall be billed separately to the Advertiser at prevailing rates.

The Advertiser must pay the Publisher's invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past-due account.

The Publisher shall not be responsible for errors caused by designers and typesetters.

The Publisher shall not be responsible for claims made in advertisements, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.

All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.

The Advertiser and any agency utilized by it are subject to satisfactory credit reports.

The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.

In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.