

# ASCA State Associations 2018-2019 e-Newsletters Rate Card

Welcome to the American School Counselor state newsletter program. Over the last 11 years of producing the state school counseling magazines we have kept pace with the look and trends in the publication industry.

Last year we introduced the newest version of the state association electronic newsletters and it was a huge success with over 40% readership. All 50 states plus the D.C. school counseling association will participate with a total distribution to over 35,000 school counselors nationwide, 60% of which are not members of ASCA. The e-newsletters are now in a more accessible format to be read easily on any device with display ads on the right side and “headline” ads embedded in the text portion of the newsletters between the editorial articles. The individual states will provide 2-3 articles and the balance of the editorial content including the ads will be common to all of the newsletters.

The newsletters are published 5 times a year with current and timely topics. Each issue will have an editorial focus listed in the rate card below and all advertising rates will have a frequency discounts.

ASCA handles the distribution of all 50 states plus D.C. newsletters in a “double blast” manner that is sent initially on the distribution date followed 10 days later with a 2<sup>nd</sup> distribution.

Total Distribution: 35,000+-

## SAMPLE AD SPOTS:

AD RATES PER INSERTION			
Effective April 2018 (rates subject to change)			
	<b>1 Insertion</b> all 51 newsletters	<b>3 Insertions</b> all 51 newsletters	<b>5 Insertions</b> all 51 newsletters
Display Ads	\$995	\$945 per insertion	\$898 per insertion
Headline Ads	\$775	\$736 per insertion	\$699 per insertion

**DISPLAY AD SIZE (6 available):** 200 wide x 160 tall pixels (static jpeg file) plus URL

**HEADLINE ADS (8 available):** Provide 8-10 words of copy along with a URL for “learn more” link

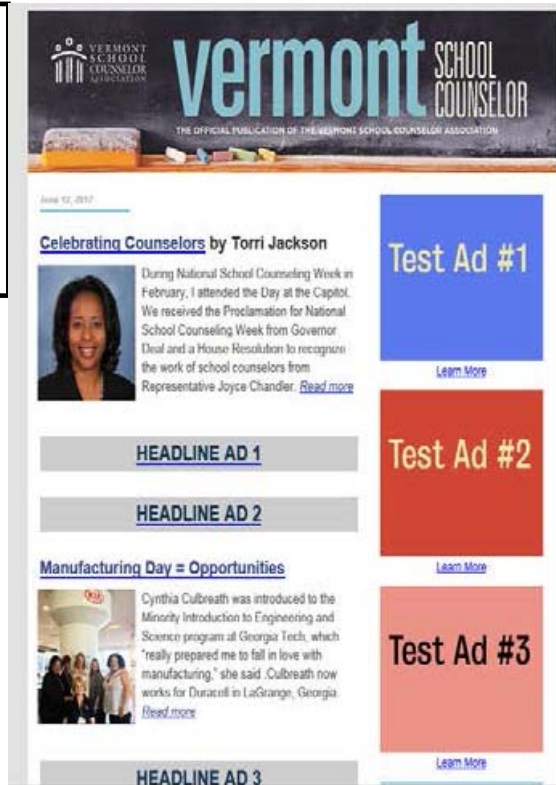
### CLOSING DATES:

	<b>Insertion Order Due</b>	<b>Ad Copy Due</b>	<b>E-mail Blast Date</b>
August 2018	7/24/18	8/1/18	8/10/18
October 2018	9/25/18	10/1/18	10/10/18
December 2018	11/19/18	11/28/18	12/6/18
February 2019	1/22/19	2/1/19	2/11/19
April 2019	3/24/19	4/1/19	4/10/19

### EDITORIAL FOCUS PER ISSUE:

August 2018:	Back to School: New Year, New Approaches (articles on mindset, challenging your classroom lessons, social media, mindfulness)
October 2018:	Success Measures
December 2018:	Legal/Ethical
February 2019:	College Readiness
April 2019:	Substance Abuse

**WHERE TO SEND FILES:** E-mail all ad files to [robin@adguidance.com](mailto:robin@adguidance.com) For more information on any of the above, please call 1-800-597-7210.



## All 50 States plus D.C. Participating in ASCA e-Newsletter Program



### Participating States & Circulation:

Alabama: 769	Maine: 258	Oregon: 476
Alaska: 275	Maryland: 574	Pennsylvania: 839
Arizona: 526	Massachusetts: 832	Rhode Island: 218
Arkansas: 789	Michigan: 396	South Carolina: 862
California: 1,829	Minnesota: 592	South Dakota: 236
Colorado: 730	Mississippi: 372	Tennessee: 382
Connecticut: 620	Missouri: 1,591	Texas: Lone Star State: 1,718
Delaware: 232	Montana: 408	Utah: 797
Florida: 719	Nebraska: 315	Vermont: 472
Georgia: 1,436	Nevada: 260	Virginia: 1,234
Hawaii: 127	New Hampshire: 300	Washington: 1,029
Idaho: 100	New Jersey: 1,699	Washington D.C.: 150
Illinois: 923	New Mexico: 118	West Virginia: 262
Indiana: 622	New York: 1,321	Wisconsin: 1,150
Iowa: 477	North Carolina: 1,475	Wyoming: 84
Kansas: 596	North Dakota: 245	
Kentucky: 648	Ohio: 1,742	
Louisiana: 690	Oklahoma: 644	

**Total Circulation: 35,159**

# ASCA State Associations e-Newsletters

## 2018/2019 Advertising Insertion Order Form

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact \_\_\_\_\_ E-mail \_\_\_\_\_

Billing Address (if different than above) \_\_\_\_\_

\_\_\_\_\_

**BILLING:** Ads will be invoiced by the **American School Counselor Association** for the August, October, December, February and April issues when they are published. Total billing due and payable within 30 days of invoice. All cancellations must be in writing prior to insertion deadline for issue and shall not be considered accepted until confirmed by Ad Guidance.

**Ad Insertion for:** (check all that apply)

	<u>Aug 2018</u>	<u>Oct 2018</u>	<u>Dec 2018</u>	<u>Feb 2019</u>	<u>Apr 2019</u>
<b>Display Ad:</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Headline Ad:</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Display Ad:**

Rate Per Insertion \$ \_\_\_\_\_ X \_\_\_\_\_ (# of ad insertions) = Total \$ \_\_\_\_\_

**Headline Ad:**

Rate Per Insertion \$ \_\_\_\_\_ X \_\_\_\_\_ (# of ad insertions) = Total \$ \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**For further information, contact:**

Ad Guidance, Inc., Robin Cibroski

Toll Free: (800) 597-7210 • Fax: (540) 542-0550 • E-mail: [robin@adguidance.com](mailto:robin@adguidance.com)

# GENERAL CONDITIONS FOR ADVERTISING

No advertisement shall be published unless an Insertion Order form and ad copy (see mechanical requirements) are received at the offices of Ad Guidance, Inc. by the closing deadline specified by Ad Guidance, Inc. 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 prior to the insertion deadline, the Advertiser's most recent ad copy 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 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.