

ASCA State Associations 2019-2020 e-Newsletters Rate Card

Welcome to the American School Counselor state newsletter program. Over the last 12 years of producing the state school counseling magazines we have kept pace with the look and trends in the publication industry.

Two years ago we introduced the newest version of the state association electronic newsletters and it has been a huge success with over 40% readership. All 50 states school counseling association participate with a total distribution to over 40,000 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 frequency discounts.

ASCA handles the distribution of all 50 state newsletters in a “double blast” manner that is sent initially on the distribution date followed 10 days later with a 2nd distribution.

Total Distribution: 40,000+

SAMPLE AD SPOTS:

AD RATES PER INSERTION			
<i>Effective March 2018 (rates subject to change)</i>			
	1 Insertion all 50 newsletters	3 Insertions all 50 newsletters	5 Insertions all 50 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 text along with a URL for “learn more” link

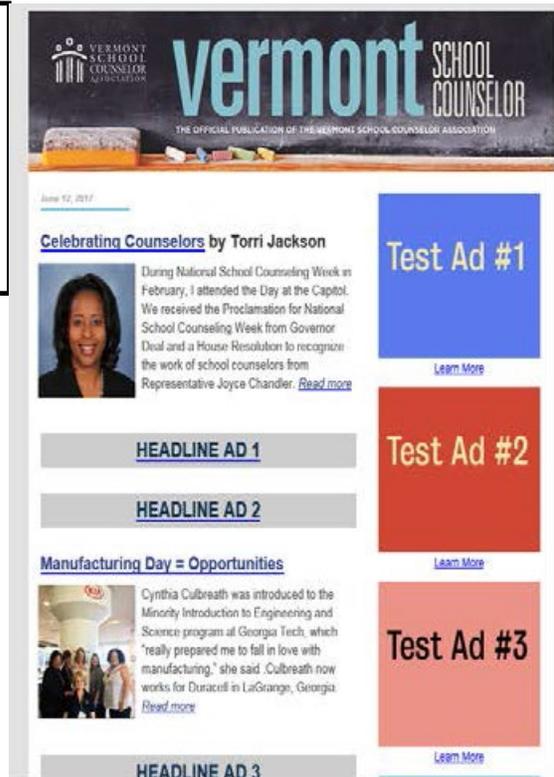
CLOSING DATES:

	Insertion Order Due	Ad Copy Due	E-mail Blast Date
September 2019	8/7/19	8/15/19	9/5/19
November 2019	10/7/19	10/15/19	11/5/19
January 2020	12/3/19	12/10/19	1/7/20
March 2020	2/3/20	2/10/20	3/5/20
May 2020	4/7/20	4/15/20	5/5/20

EDITORIAL FOCUS PER ISSUE:

September 2019:	Creative School Counseling
November 2019:	Equity in Schools
January 2020:	Student Anxiety
March 2020:	School Counselor Leadership
May 2020:	Self-Care and Summer Learning

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



All 50 States Participating in ASCA e-Newsletter Program



Participating States & Circulation:

Alabama: 970	Maine: 302	Oregon: 440
Alaska: 329	Maryland: 668	Pennsylvania: 828
Arizona: 550	Massachusetts: 844	Rhode Island: 239
Arkansas: 789	Michigan: 438	South Carolina (Palmetto): 963
California: 2,641	Minnesota: 573	South Dakota: 260
Colorado: 1,378	Mississippi: 120	Tennessee: 368
Connecticut: 469	Missouri: 1,918	Texas: Lone Star State: 1,485
Delaware: 221	Montana: 290	Utah: 802
Florida: 1,823	Nebraska: 351	Vermont: 454
Georgia: 1,180	Nevada: 1,016	Virginia: 1,861
Hawaii: 132	New Hampshire: 361	Washington: 947
Idaho: 480	New Jersey: 1,783	West Virginia: 271
Illinois: 893	New Mexico: 112	Wisconsin: 1,150
Indiana: 930	New York: 1,503	Wyoming: 95
Iowa: 647	North Carolina: 2,105	Guam: 49
Kansas: 472	North Dakota: 269	
Kentucky: 599	Ohio: 1,812	
Louisiana: 591	Oklahoma: 714	

Total Circulation: 40,485

ASCA State Associations e-Newsletters

2019/2020 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 September, November, January, March and May 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>Sept 2019</u>	<u>Nov 2019</u>	<u>Jan 2020</u>	<u>March 2020</u>	<u>May 2020</u>
Display Ad:	<input type="checkbox"/>				
Headline Ad:	<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

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 cancelled 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.