

# ASCA State Associations 2017-2018 e-Newsletters Rate Card

Welcome to the NEW American School Counselor state newsletter program. Over the last 10 years of producing the state school counseling magazines we have kept pace with the look and trends in the publication industry.

With the 2017/2018 school year we are introducing the newest version of the state association digital newsletters. All 50 states plus the D.C. school counseling association will participate with a total distribution of over 37,000. The e-newsletters will be 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.

With this streamlining the newsletters will be offered 5 times a year instead of 3 issues for more 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.

The display ads will be 200 pixels wide by 160 pixels high and the headline ads will consist of 8-12 words followed by linked content. A sample newsletter is below.

ASCA will handle the distribution of all 50 states plus D.C. newsletters in a “double blast” manner that is sent initially on the distribution date followed 7-10 days later with a 2<sup>nd</sup> distribution.

Total Distribution: Over 37,000

## SAMPLE AD SPOTS:

<b>AD RATES PER INSERTION</b>			
Effective 6/20/17 (rates subject to change)			
	<b>1 Insertion</b> all 51 enewsletters	<b>3 Insertions</b> all 51 enewsletters	<b>5 Insertions</b> all 51 enewsletters
Display Ads	\$925	\$879 per insertion	\$835 per insertion
Headline Ads	\$555	\$527 per insertion	\$501 per insertion

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

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

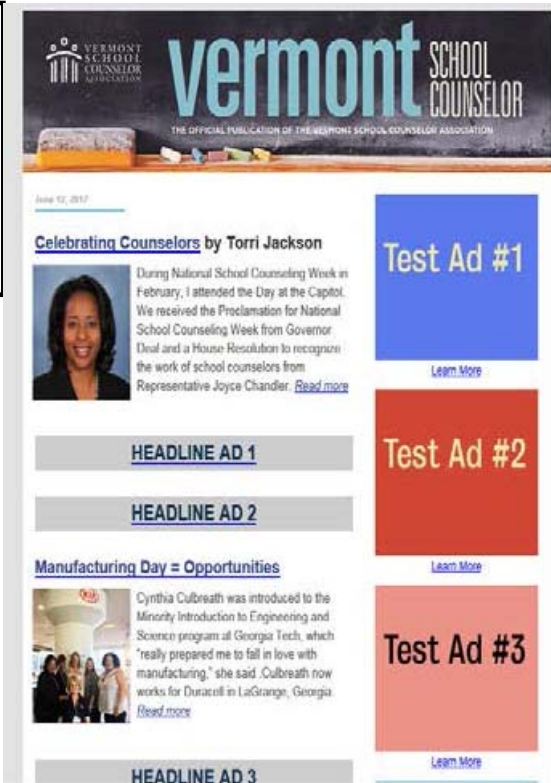
## CLOSING DATES:

	<b>Insertion Order Due</b>	<b>Ad Copy Due</b>	<b>E-mail Blast Date</b>
August 2017	7/24/17	8/1/2017	8/10/17
October 2017	9/25/17	10/1/17	10/10/17
December 2017	11/22/17	12/1/17	12/11/17
February 2018	1/22/18	2/1/18	2/12/18
April 2018	3/24/18	4/1/18	4/10/18

## EDITORIAL FOCUS PER ISSUE:

August/Back to School 2017:	Classroom Management
October 2017:	Be an Advocate via ASCA Resources
December 2017:	Beyond Your Building: School Counselors in the Community
February 2018:	Career Readiness
April 2018:	Legal & Ethical Issues

**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: 800	Maine: 200	Oregon: 780
Alaska: 150	Maryland: 570	Pennsylvania: 1,000
Arizona: 500	Massachusetts: 800	Rhode Island: 250
Arkansas: 750	Michigan: 500	South Carolina: 500
California: 5,400	Minnesota: 800	South Dakota: 220
Colorado: 500	Mississippi: 270	Tennessee: 600
Connecticut: 1,870	Missouri: 1,400	Texas: Lone Star State: 830
Delaware: 400	Montana: 200	Utah: 900
Florida: 1,300	Nebraska: 320	Vermont: 200
Georgia: 1,000	Nevada: 260	Virginia: 1,100
Hawaii: 85	New Hampshire: 300	Washington: 1,100
Idaho: 350	New Jersey: 1,500	Washington D.C.: 250
Illinois: 850	New Mexico: 200	West Virginia: 400
Indiana: 700	New York: 1,000	Wisconsin: 1,150
Iowa: 500	North Carolina: 1,100	Wyoming: 150
Kansas: 150	North Dakota: 200	
Kentucky: 500	Ohio: 1,500	
Louisiana: 400	Oklahoma: 300	

**Total Circulation: 37,055**

# ASCA State Associations eNewsletters

## 2017/2018 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 2017</u>	<u>Oct 2017</u>	<u>Dec 2018</u>	<u>Feb 2018</u>	<u>Apr 2018</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., Ken Cibroski

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