

# california educator



## 2017 MEDIA INFORMATION RATES & DEADLINES

The official publication of the  
California Teachers Association

Reaching over 650,000 Teachers, Administrators, and  
Education Decision-makers with every issue

California Offset Printers – Publishing Group

Advertising Contact:

Lisa Neely 818-660-5828

lneely@copcomm.com

620 W. Elk Ave, Glendale, CA 91204



Communications  
"Our Goal Is Your Success"

# california educator

## California Educator Magazine

The official publication of  
the California Teachers Association

Every issue focuses on the professional interests and well-being of California teachers. This high-quality, perfect-bound, four-color magazine is published nine times a year and mailed directly to readers' homes.

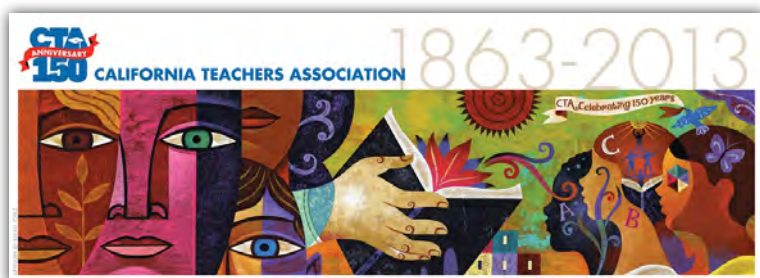
The magazine reaches over 650,000, including:

- K-12 classroom teachers
- Community college and state university faculty
- School psychologists
- Counselors
- Librarians
- Curriculum specialists
- Student teachers
- Retired teachers
- Education support professionals

As well as:

- Legislators
- School board members
- Principals and superintendents
- State officials
- Education agencies and boards

**Over 150 years of service**



### WE ARE CTA



**325,000 MEMBERS STRONG**

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### WHO WE ARE

Founded in 1863, the California Teachers Association has become one of the strongest advocates for educators in the country. CTA includes teachers, counselors, school librarians, social workers, psychologists, and nurses. These educators in the K-12 school system are joined by community college faculty, California State University faculty, and education support professionals to make CTA the most inclusive and most powerful voice of educators in the state.

### TEACHERS & OTHER CERTIFICATED MEMBERS



CTA certificated members include teachers, counselors, school librarians, social workers, psychologists, and nurses who work in more than 1,000 school districts.

### EDUCATION SUPPORT PROFESSIONALS



The thousands of paraprofessionals, office workers, bus drivers, custodians & maintenance staff in our schools play a crucial role. ESPs are essential in the K-12 workplace.

### HIGHER ED PROFESSIONALS



Instructors in many community colleges belong to the Community College Association, a CTA higher ed affiliate. CSU faculty belong to the California Faculty Association, which is also a CTA higher ed affiliate.

### CTA/NEA-RETIRED MEMBERS



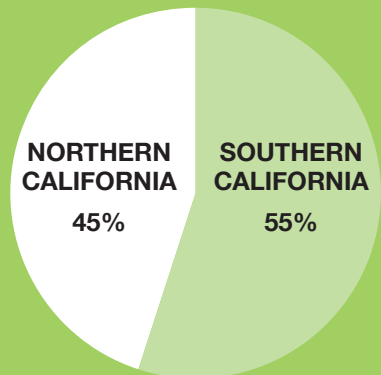
Retired members of CTA and the National Education Association continue their involvement with CTA by volunteering in election campaigns and representing retirees' special needs on CTA's State Council of Education.

### STUDENT CTA



Student CTA (SCTA) provides professional development, networking and community outreach opportunities to college students pursuing careers in education.

Over 325,000  
members of the CTA



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## AD RATES, SPECIFICATIONS

Every Issue of *California Educator* reaches over 650,000 members of the CTA.

**RATES PER ISSUE** \*Detailed specs can be found here <https://1drv.ms/f/s!AqiIhf0UQ9JxqQ9-8xp2ZFENkBnm>

Ad Size	SPECS W X H	1x	3x	6X	8x
2 Page Spread	16.5x10.25	\$12213	\$11603	\$10992	\$9771
Bookend spread 1 & 1/3	8.25 x 10.25 + 2.792 x 10.25	\$9890	\$9395	\$8900	\$7913
Full Page	8.25 x10.25	\$6885	\$6612	\$6169	\$5485
Half V or H	8.25 x 5.25 or 4.125 x 10.25	\$4169	\$3902	\$3702	\$3335
Third Vertical	2.792 x 10.25	\$3035	\$2883	\$2731	\$2248

\*Agencies may apply a 15% discount

All ads and advertisers must be approved by the CTA publisher prior to publishing. CTA reserves the right to reject any advertiser or advertising at its sole discretion.

Digital Files Only, Press-ready PDF (300 dpi CMYK; Fonts embedded). For bleed, allow 1/8" beyond all trim.

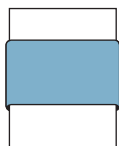
2 Page Spread		Bookend Spread		Full Page		1/2 Vertical		1/2 Horizontal	1/3

### CTA Advertising Policies

All advertising copy is subject to approval by the California Teachers Association. The *California Educator* reserves the right not to publish any advertising copy submitted within its sole and absolute discretion for any reason whatsoever. The *California Educator* will not accept or print: political advertising; classified advertising; advertising for any employment positions that may adversely impact our members and/or mission of CTA; advertising for educational programs, except for courses offered for credit by member universities of: Western Association of Schools and Colleges (or the regional equivalent), the American Association of Colleges for Teacher Education, the National Council for Accreditation of Teacher Education, or courses in law offered by institutions approved by the California State Bar Association; advertising for legal, negotiation or representational services between faculty/staff and their employers; advertising simulating editorial content; advertising deemed misleading or offensive to members, inconsistent with the programs and purposes of the association, or in conflict with the association-sponsored programs; advertising for tobacco or alcoholic beverages; advertising for insurance companies (independent brokers or agents) marketing annuity products, life insurance and related products that are: a) not in one of the top two categories as rated by at least two of the following major rating firms: S&P, Moody's, Duff & Phelps, AM Best; or b) rated below the fourth category of any one of the major rating firms listed above. (Should an insurance company drop below the standards during the term of an advertising contract with the *California Educator*, the magazine will discontinue publishing the advertising and make a pro rata refund of the amounts paid for advertisements not yet run. CTA has the right to limit the amount of advertising for tax-deferred annuities as well as to determine the size of ads available for sale to any insurance company.) These rules are subject to change at any time. The *California Educator* will attempt to notify advertisers that its advertising copy is not conforming as soon as possible. Nonetheless, if conforming copy is not received by closing date, the non-conforming copy will not be published, no cancellations after space close.



## INSERTS, COVERS AND SPECIAL ADVERTISING OPTIONS



**BELLYBAND**

### FURNISHED INSERTS

Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Furnished inserts may be bound in (saddle-stitched or perfect-bound depending on the issue) or tipped (glued) into the magazine. See the chart for pricing and insert specifications.

### MAIL RIDE ALONG

Capture the attention of our readers before they even open the cover by including your unique marketing piece on the outside of the magazine within a clear plastic wrap or polybag. The options are many – from CDs to posters, catalogs to mouse pads. You choose the card stock and the number of pages. The outsert gives you the freedom to include a creative marketing piece that might not otherwise fit in the magazine.

### BELLYBAND

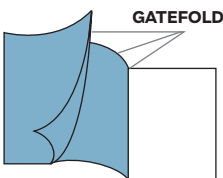
A bellyband is a paper outsert with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. See the chart for pricing and specifications.

### SPECIAL COVERS

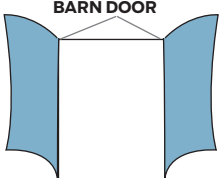
Maximize the impact of your message with a three-page gatefold cover or a split front-cover spread (sometimes called a barn door cover).

The three-page gatefold is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front cover, thus allowing three full pages of advertising.

The split front cover (barn door) is a two-page spread advertisement that opens directly from the front cover. See the chart for pricing and cover specifications.



**GATEFOLD**



**BARN DOOR**

### PRODUCT PRICING

### DIMENSIONS

### MINIMUM PAPER STOCK

### PRICE

### INSERT PRICING AND AVAILABILITY

#### INSERTS – INCLUDES PRINTING, BINDING AND MAILING CHARGES

Postcard - Saddle-stitched	6" x 8"	80#	\$6900
Postcard - Perfect-bound	6" x 8"	80#	\$6900
Postcard - Tipped on (glued)	6" x 8"	80#	\$7450

#### MAIL RIDE ALONGS – INCLUDES PRINTING, POLYBAGGING AND MAILING

Two-Page	7.5" x 10.875"	80#	\$10,560
Four-Page	7.5" x 10.875"	80#	\$13,100
Eight-Page	7.5" x 10.875"	80#	\$16,300

#### BELLYBANDS

18" x 5"	80#	\$9,995
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#### FRONT COVER DOT AD – A CALL OUT ON THE FRONT COVER TO SEE AD WITHIN THE BOOK

Circle diameter: 2.5"	50# (included)	\$6,250
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#### SPECIALTY COVERS

Three-Page Gatefold	7.75" x 10.875" and 15.375" x 10.875"	100# Cover Stock	\$11,900
Split Front Cover (Barn Door)	16.75" x 11.125"	100# Cover Stock	\$18,500

The pricing chart should only be used as a guide since inserts and outserts can vary greatly in size and weight. All prices include bindery make-ready, in-line running costs and extra postage costs. Special advertising options are limited and will be sold on a first-come basis. Contact me for specific rates, material due dates and specifications [ineely@copcomm.com](mailto:ineely@copcomm.com)



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## Every issue of *California Educator* brings you

In-depth coverage of important and topical issues related to teaching and education in California, from K-12 to college..

Profiles of individual educators and their passions and innovations inside and out-side of school/college.

- Tech tips, from hardware and software to apps and social media.
- Consumer and lifestyle tips and trends, including health and well-ness
- Personal finance, vacation planning, food and shopping.
- Continuing Education and Training
- Calendars with timely news and notes for the month.



## 2017 Publication Dates and Deadlines

Issue	Ad space	Materials
▪ Jan-Feb 2017 *Annual Innovation Issue	12/19/2016	1/06/2017
▪ March 2017	2/6/2017	2/15/2017
▪ April 2017	3/6/2017	3/16/2017
▪ May-Jun 2017 *Last issue of the school year	4/10/2017	4/18/2017
▪ Jul-Aug 2017 *Back to School Issue	6/8/2017	6/15/2017
▪ Sept 2017	8/14/2017	8/24/2017
▪ Oct 2017	9/8/2017	9/15/2017
▪ Nov -Dec 2017 *Holiday issue	10/11/2017	10/23/2017

\*Publisher may change the content or dates as needed.

## CONTACTS:

Advertising Info: Lisa Neely Ineely@copcomm.com

Editorial : Katharine Fong kfang@cta.org