

Multiple Issue Discounts

- Full-page, color ad in two consecutive issues (**\$800 per issue**) of the *PA Administrator* - **receive a full-page ad (b/w) for \$300 in the Advisory newsletter - November/December "Salary Issue."** (A savings of \$100)
- Two ads (full-page, color) - back inside cover - in two of the three issues of the *PA Administrator* - **\$1,700.** (A savings of \$150)
- Three ads (full-page, color) - in all three issues of the *PA Administrator* - **\$2,000.** (A savings of \$400)
- Full-page ad in the *PA Administrator* (color) and full-page ad in the *Advisory* newsletter (b/w) - **\$1,125.** (A savings of \$75)
- Half-page ad (b/w) in *PA Administrator* and half-page ad (b/w) in the *Advisory* newsletter - **\$495.** (A savings of \$30)

The publisher reserves the right to reject any advertisement not in keeping with the publication's standards. Advertisers and advertising agencies assume liability for all content of the printed advertisement and for any claims arising therefrom made against the publisher. PAESSP reserves the right to cancel an advertisement due to non-payment.

*All advertising is billed upon publication. Two copies of the publication will accompany all invoices. The deadline for advertising in the *Advisory* is normally two weeks before the publication date.*

PAESSP
122 Valley Road
P.O. Box 39
Summerdale, PA 17093
(717) 732-4999 (Phone)
(717) 732-4890 (Fax)
www.paessp.org

For further information, contact the Director of Communications at (717) 732-4999 or sherit@paessp.org.

PAESSP Advertising Rates & Specifications



**Serving Principals, Assistant Principals
and Supervisors**
Affiliated with NAESP and NASSP

PAESSP Publications

The Advisory

Published six times a year in January/February; March/April (Election Issue); June/July; August (Back-to-School Issue); October; and November/December (Salary Issue). Publication focuses on various state-level legislative, regulatory and educational issues. Distributed to all PAESSP members, approximately 3,800 members - one color/b/w publication.

Note: This publication is also being sent to members via e-mail. If we have a member's e-mail address in our database, that member will receive the publication as an email attachment (.PDF file) rather than through the regular mail.

Pennsylvania Administrator

A professional, educational magazine published by the PAESSP three times a year in February, May and September. The deadlines for camera-ready ads are March 15 for the May issue; July 1 for the September issue; and December 1 for the February issue. (All deadlines are subject to change.) Distributed to all PAESSP members, state-level educational organizations, deans of administrative preparation programs and related institutions, 4,000 mailing list - four-color publication.

Ad Rates:

Advisory - B/W Only

Full-page \$400

Half-page \$225

PA Administrator - Color and B/W

Full-page \$800 (Color); \$600 (B/W)

Half-page \$500 (Color); \$300 (B/W)

PA Administrator - Special Position

Back Cover, 1/2-page \$600 (Color)

Back Inside Cover, Full-page \$925 (Color)

**Multiple Issue Discounts Available -
See Back Page.**

Advertisement Specifications

All ads should be provided to PAESSP camera-ready or as an electronic file provided via e-mail as a .PDF, TIFF or JPEG file. *Electronic file submission is preferred.* Ads will also be accepted on a Zip disk or a CD-ROM. All advertisers will be billed an additional \$75 for any typesetting, layout, editing or printer's charges incurred by PAESSP in the preparation of an advertisement that is not camera-ready (i.e., ads that require copy, photo or artwork changes). Advertisers must complete and return an ad insertion order to reserve ad space in advance. Contact the Director of Communications at **(717) 732-4890** or **sherit@paessp.org**.

Ad sizes include: Full page - no bleeds - 8 ¼ (wide) x 10 ¾ (high); and half page - 8 ¼ (wide) x 5 ¼ (high).

*** All ads are horizontal; no vertical ads.**