The Advocate is the award-winning publication of the 20,000-member Arizona Education Association, the largest education professional association in the state. Our 16-page magazine is printed in full color on glossy paper. Advertisers can place full-color ads in The Advocate — a great way to grab reader attention.

Advertising Conditions

• AEA will not accept the following advertising: advertising simulating editorial content; advertising for tobacco or alcoholic beverages; classified advertising; advertising deemed misleading or offensive to members; and advertising inconsistent with the programs and purposes of AEA.

• AEA will not accept advertising which is in competition with NEA and/or AEA sponsored suppliers, or political advertising, or preprinted advertising unless an exception is approved by the executive director.

• AEA reserves the right to revise, reject, discontinue or omit any advertising or part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

• Advertising from new Advocate advertisers must be prepaid until credit is established.

• Advertisers and agencies agree to indemnify and defend the publisher from any and all liability for content (including text, representations, illustrations, sketches, maps, labels, trademarks or other copyrighted matter) of advertisements printed and from any claims arising from the publishers reproduction and publishing of such advertisements pursuant to the advertiser’s or agency’s order.

• Publisher reserves the right to print the word “ADVERTISEMENT(S)” above advertisement(s).

Character of Publication

Circulation

Average circulation is 20,000 mailed second class to all members of the Arizona Education Association (primarily elementary and secondary classroom teachers, but also including educational support personnel, school principals, other school administrators, higher education faculty, and college and university libraries).

Content

Editorial materials consists of news and features about the profession, the association and education in Arizona. Emphasis is given to material that will help members perform their jobs more effectively and creatively, protect their employment rights and ensure their health and safety.

Publication Schedule

The Advocate is published four times per year, July, 2019 through March, 2020.
### 2019 - 2020 Advertising Rates

<table>
<thead>
<tr>
<th>Size (W x H)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside covers</td>
<td>$1,800</td>
</tr>
<tr>
<td>Full page (7.5” x 10”)</td>
<td>$1,650</td>
</tr>
<tr>
<td>Half page (7.5” x 4.75”)</td>
<td>$1,000</td>
</tr>
<tr>
<td>Quarter page (3.5” x 4.75”)</td>
<td>$ 750</td>
</tr>
</tbody>
</table>

Inserts — Call for dimensions & pricing

### Mechanical Requirements

*The Advocate* is printed web offset, saddle-stitched. Each issue is a minimum of 16 pages, printed in four-color process.

#### Dimensions:
Trim size: 8.5” x 10.875”
Live area: 7.5” x 10”

### Advertising Preparation
Submit artwork in Acrobat pdf format with all fonts are embedded or outlined.

Submit via e-mail to sheenae.shannon@arizonaea.org

### Publication Dates & Deadlines 2019–2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>Insertion Order Deadline</th>
<th>Advertising Artwork Deadline</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer 19</td>
<td>June 10</td>
<td>June 24</td>
<td>July 29</td>
</tr>
<tr>
<td>Fall 19</td>
<td>Oct. 7</td>
<td>Oct. 21</td>
<td>Nov. 25</td>
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<tr>
<td>Winter 19</td>
<td>Dec. 16</td>
<td>Jan. 10</td>
<td>Feb. 7</td>
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<tr>
<td>Spring 20</td>
<td>Feb. 17</td>
<td>Mar. 3</td>
<td>Apr. 8</td>
</tr>
</tbody>
</table>

### To Place Advertising
For more information or to place advertising contact:

**Sheenae Shannon**
Communications Director
(602) 407-2308
(800) 352-5411
sheenae.shannon@arizonaea.org

For production questions contact:

**Roxanne Rash**
Graphic Designer
(602) 407-2319
(800) 352-5411
roxanne.rash@arizonaea.org

Revised 5/8/19