



# 2021-2022 Rate Card

# ADVOCATE

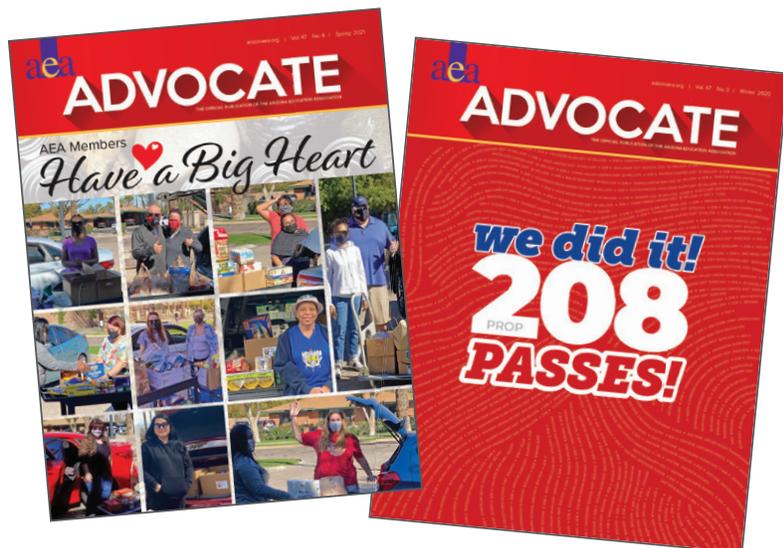
[www.arizonaaea.org](http://www.arizonaaea.org)

THE OFFICIAL PUBLICATION OF THE ARIZONA EDUCATION ASSOCIATION

*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, 2021 through March, 2022.



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## 2021 - 2022 Advertising Rates

Size (W x H)	Rate
Inside covers	\$ 1,800
Full page (7.5" x 10")	\$ 1,650
Half page (7.5" x 4.75")	\$ 1,000
Quarter page (3.5" x 4.75")	\$ 750

Inserts — Call for dimensions & pricing

### Publication Dates & Deadlines 2021–2022

Issue	Insertion Order Deadline	Advertising Artwork Deadline	Mail Date
Summer 21	June 7	June 21	July 26
Fall 21	Aug. 20	Sept. 3	Oct. 8
Winter 21	Oct. 22	Nov. 5	Dec. 10
Spring 22	Feb. 18	Mar. 4	Apr. 8

### To Place Advertising

For more information or to place advertising contact:

#### Sheenae Shannon

Communications Director  
(602) 407-2308  
(800) 352-5411  
sheenae.shannon@arizonaaea.org

For production questions contact:

#### Roxanne Rash

Graphic Designer  
(602) 407-2319  
(800) 352-5411  
roxanne.rash@arizonaaea.org

### 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@arizonaaea.org](mailto:sheenae.shannon@arizonaaea.org).

