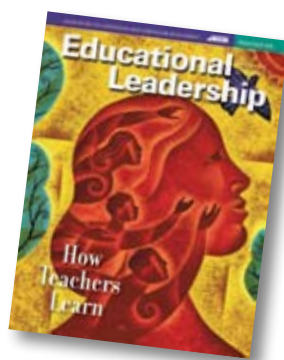


# Advertising Specs



## Requirements

Digital material is required. If you must supply film or cannot meet the digital requirements listed, please call. For mechanical dimensions, see “Ad Sizes and Mechanical Requirements” (page 6).

## Materials Specifications

For optimum reproduction quality, your materials should be sent according to the following specifications. Contact Capitol Media Solution if you have questions or concerns regarding specs.

- Art files, layout files, and all fonts need to be provided on CD or DVD with a color proof.
- Art should be at least 300 dpi at the desired print size and originate in Adobe Photoshop or Adobe Illustrator. Layouts should be in QuarkExpress 6.5+ or Adobe InDesign CS+.
- High-resolution press-ready PDFs or native files (must include fonts and linked art) required. PDFs must have fonts embedded or outlined.
- Fonts need to be OpenType or Type 1 Adobe fonts. True Type fonts cannot be used.
- All colors should be CMYK.
- Optimum density is 280.
- Sending one hard copy is strongly preferred. Publisher cannot be held responsible for the outcome of ad if no proof is provided. Please note: Color variances may occur.
- Unacceptable programs include, but are not limited to, Corel Draw, Microsoft Publisher, Microsoft Word, Power Point, Aldus Freehand, and Adobe PageMaker. *However, if you are currently using one of the above-mentioned programs, please try to export a Hi-Res PDF/EPS file with Outlined fonts.*

## How to submit files

Please follow the simple steps below to submit your artwork for the 2009–2010 editions of *Educational Leadership*:

- 1) From Internet Explorer – Access your Web Folder at <http://ascd.capitolmediasolutions.com>  
**Login with username and password**  
USER NAME: ascd  
PASSWORD: 1234  
*\* Note that this folder will now function just like a folder on your computer.*
- 2) Compress your files and label them as “Educational Leadership\_Edition\_Advertiser Name”
- 3) Click on Web Folder and then type in the User Name: ascd and the Password: 1234. Drag your compressed file into the appropriate folder(s) correlating to the month(s) of the edition(s) you will be advertising in.
- 4) Send an e-mail to [creative@capitolmediasolutions.com](mailto:creative@capitolmediasolutions.com) notifying us that all of your artwork has been placed into the appropriate webfolder.
- 5) Send a printed, hard-copy color proof of your artwork to:  
**Capitol Media Solutions**  
Attn: Artwork Department  
1447 Peachtree Street, Suite 350  
Atlanta, GA 30309

For Questions Regarding Ad Material Contact Jason or JT:

### Jason Morrison

E-mail: [jason@capitolmediasolutions.com](mailto:jason@capitolmediasolutions.com)  
Phone: 703-348-3918 (Alexandria Office) and 404-347-4128 (Atlanta Office)

### JT Hroncich

E-mail: [jt@capitolmediasolutions.com](mailto:jt@capitolmediasolutions.com)  
Phone: 703-348-3917 (Alexandria Office) and 404-347-4170 (Atlanta Office)

## PLEASE NOTE ...

- First-time advertisers are required to pay in advance to establish credit.
- Cancellations before closing date must be in writing. Cancellations are not accepted on cover contracts or after closing date. Failure to notify will result in full cost of insertion.
- We guarantee special positioning only of ads contracted at premium rates.
- Frequency discounts are given only on four or more ads. Contract for all ads must be submitted with the first ad.
- A 15% discount on space is given to recognized advertising agencies if charges are billed to the agency and payment is received within 30 days.
- No cash discounts. No commission or discounts on production charges.
- Invoices not paid within 60 days are subject to 2% per month service charge.
- All advertising is subject to approval by publisher. Publisher reserves the right to reject advertising that, in the publisher’s opinion, does not conform to adopted ASCD values or unfairly exploits ASCD products or services.
- Advertising from unaccredited educational institutions, classified ads, and advertorials are not accepted.
- Publisher reserves the right to put the word “advertisement” with copy that, in the publisher’s opinion, resembles editorial matter.
- Advertisers and their agencies assume joint responsibility for any and all claims that may arise from their advertisements. Publisher holds advertisers and their agencies equally liable for all monies due and payable to ASCD for advertising that was ordered and published.
- Publisher will not be bound by conditions—printed or otherwise—that appear on contracts, insertion orders, copy instructions, or anywhere else, explicit or implied, that conflict with the policies of ASCD. Publisher shall not be liable for any costs or damages if, for any reason, it fails to publish an advertisement, or if errors appear in the text of the ad or in key codes. All production materials become the property of the publisher.
- Two complimentary copies are sent to advertiser or agency upon publication of the issue.
- **Please see our Web site at [www.ascd.org/elratecard](http://www.ascd.org/elratecard).**