

CONTACT YOUR SCHOLASTIC PROFESSIONAL MEDIA TEAM FOR RATES

EAST COAST

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RATE CARDS: TERMS & CONDITIONS

1. Contents and design of advertisements are subject to publisher's approval
2. All insertion orders are accepted subject to the provisions of the current rate card
3. Advertisements are accepted entirely upon the representation that the advertiser and/or agency are authorized to publish the content thereof. In consideration of the publishing of such advertising, the advertiser and/or agency will fully indemnify and save the publisher harmless from and against any claims, judgments, costs, or disbursements incurred by reason of suits for libel, infringement of intellectual property right, or any other suits based upon the content of such advertisements published.
4. Publisher reserves the rights to reject, exclude, or cancel any advertisement, insertion order, or contract at any time, including, without limitation, any advertisement which, in their opinion, does not conform with the publication's standards.
5. No liquor, tobacco, weaponry, or similar advertisements accepted.
6. Publisher reserves the right to require any advertising matter to be labeled "advertisement" if publisher so deems it.
7. Ads must be inserted within one year of first insertion to earn frequency discount. An advertiser who does not complete a committed schedule will be subject to short-rate. Advertising schedules composed of mixed spaced units are entitled to earn frequency discounts, except when use of smaller units lowers the total cost of the campaign below the amount which larger units reached at their earned rate.
8. Production charges incurred on behalf of an advertiser or its agency in the preparation of advertising materials will be billed at net cost.
9. Publisher is not responsible for errors in key numbers, other coded advertisement designations, other type set by publisher, any changes made after the closing date, or costs and damages if for any reason it fails to publish an advertisement. Publisher shall not be liable for failure to publish or circulate all or part of any issues because of strikes, acts of God, or circumstances beyond control of publisher.
10. Publisher shall have the right to hold the advertiser and/or advertising agency jointly liable for such monies as are due and payable to publisher for advertising ordered and published.
11. Rates are subject to change upon notice of at least 30 days prior to the effect issue date. Conditions other than rates are subject to change by publisher without notice.
12. This agreement shall be governed by and construed in accordance with the laws of the state of New York without regard to its conflicts of laws and provisions. Each advertiser and/or its corresponding agency consents to the jurisdiction of the state or federal courts located in New York county in the state of New York.

CANCELLATION & CHANGES

Cancellations or changes in orders are not accepted after the closing date.

If advertising materials are not received by closing date or by agreed-upon extension date, publisher will run most recent insertion in its place.
