

Technology Solutions For Today's Education Leaders

## 2006-2007 Ad Rates

4C RATE	1X	3X	6X	8X
PAGE	\$14,000	\$12,880	\$11,900	\$11,200
1/2	\$10,800	\$9,936	\$ 9,180	\$ 8,640
1/3	\$ 8,505	\$7,825	\$ 7,230	\$ 6,804

2C RATE	1X	3X	6X	8X
PAGE	\$11,900	\$10,950	\$10,115	\$9,520
1/2	\$9,180	\$8,445	\$7,803	\$7,344
1/3	\$7,230	\$6,650	\$6,145	\$5,784

B/W RATE	1X	3X	6X	8X
PAGE	\$10,780	\$9,917	\$9,163	\$8,624
1/2	\$8,316	\$7,650	\$7,069	\$6,653
1/3	\$6,550	\$6,025	\$5,568	\$5,240

ISSUE	AD CLOSE	MAIL DATE
Dec./Jan. 2004/05	11/01/04	12/14/04
February 2005	12/13/04	1/27/05
March/April. 2005	1/27/05	3/11/05
May 2005	3/18/05	4/28/05
June 2005	4/15/05	5/28/05
August 2005	6/10/05	7/17/05
September 2005	7/12/05	8/22/05
Oct./Nov. 2005	9/2/05	10/07/05

East Coast Guy Blumberg  
212.343.6375

West Coast Chip Fesko  
949.644.2402

Technology Solutions For Today's Education Leaders

## Ad Sizes & Requirements

### MECHANICAL REQUIREMENTS

*Page is 3 columns; 140 lines deep; 420 lines to a page. Column width is 2 1/2"; saddle-stitched binding.*

### AD SIZES

Full Page 7" x 9 3/4"

1/2 Page 4 5/8" x 7 1/4" or 7" x 4 3/4"

1/3 Page 4 1/2" x 4 3/4" or 2 1/4" x 9 3/4"

1/4 Page 3 1/4" x 4 7/8"

1/6 Page 2 1/4" x 4 3/4" or 4 5/8" x 2 1/2"

### TRIM SIZES

Full Page Trim 7 7/8" x 10 1/2"

Bleed Size 8 1/8" x 10 3/4"

Head Trim 1/8"

Foot Trim 1/8"

Face Trim 1/8"

Spine Trim 1/8"

Bleed Spread Size 16 1/4" x 10 3/4"

Spread Size Gutter Bleed Only 16" x 10 3/4"

*Keep all live material 3/8" from trim.*

Printing: Web offset, SWOP Standards apply.

*Disclaimer: Publication is not responsible for any errors made to materials not supplied on a disk.*

**CIRCULATION: 100,000**

### PREFERRED MATERIALS

SWOP standards apply. *Scholastic Administrator* is computer-to-plate, digital format preferred. See enclosed insert for specifications. For insert information, please see below contact info. If ads cannot be provided in a digital format, we will accept negatives (right reading, emulsion down, 120-line screen) for conversion to digital format.

### PROOFS

Press-quality proofs required for digital file. One set of progressive proofs or one matchprint for film. Printing materials will be retained for one year and then destroyed, unless return is requested.

### SEND MATERIALS TO:

Scholastic Inc.

Attn: Rick Gelke

557 Broadway

New York, NY 10012

Phone: 212.343.4462; Fax: 212.343.4571

[arodriguez@scholastic.com](mailto:arodriguez@scholastic.com)