

## CONTACT INFORMATION

### ONLINE MEDIA KIT

[www.scholastic.com/profmedia/mediakit/index.htm](http://www.scholastic.com/profmedia/mediakit/index.htm)

### MID-ATLANTIC

Michele Robinson,  
Group Publisher  
Scholastic Inc.  
557 Broadway  
New York, NY 10012  
Phone: 212.343.6455  
Fax: 212.389.3505  
[mrobinson@scholastic.com](mailto:mrobinson@scholastic.com)

### MID-WEST

Lisa Hershey  
National Advertising Director  
29 Pioneer Street, Suite 201  
Cooperstown, NY 13326  
Phone: 607-282-4170  
Fax: 888-507-2310  
[Lisa@livingstonmarketing.com](mailto:Lisa@livingstonmarketing.com)

### WEST COAST

Chris Leighton  
320 North 10th Street, Suite A  
Sacramento, CA 95811  
Phone: 916.446.3926  
Fax: 916.446.3563  
[chris\\_leighton@sbcglobal.net](mailto:chris_leighton@sbcglobal.net)

## 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 right 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 effective 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 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.

### CANCELLATIONS & 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.

SCHOLASTIC  
**ADMINISTRATOR**

Your Direct Connection to the Education Elite

**2009 Rate Card**  
[www.scholastic.com/administrator](http://www.scholastic.com/administrator)

4C RATE	1X	3X	6X	8X
PAGE	\$10,625	\$10,000	\$9,600	\$9,000
1/2	\$8,100	\$7,700	\$7,360	\$7,000
1/3	\$7,200	\$6,650	\$6,140	\$5,700

**B/W RATE:** Less 15%

**COVER PREMIUM RATES**

- 2nd cover . . . . . +20%
- 3rd cover . . . . . +15%
- 4th cover . . . . . +25%

**"ON THE CUTTING EDGE" RATES**

	1X	3X	6X	8X
	\$3,500	\$3,350	\$3,100	\$2,800

SPECS: 1/6 page; 4C; 2"x4" | 25 character headline; 32 character subhead  
 380 character paragraph (approximately 60 words)

**ISSUES**

*Scholastic Administr@tor* is published 8 times per year:\*  
 January, February, March/April, May, June, August, September,  
 October/November.

\*Please contact your sales rep for ad close dates.

**ONLINE OPPORTUNITIES**

**Scholastic's Administrator Site**

	AD SIZES
Medium Rectangle	300x250
Leaderboard	728x90
Button	120x90

GIFS, Flash & jpegs only; max of 3 looping rotations; 15k max; 25k for rich media

**Scholastic Administr@tor E-zine**

- Bi-monthly electronic newsletter reaching 125,000 administrators  
 SPECS: Half-skyscraper—120x240 pixels (Max of 3 rotations; 15K max file size; 25k for rich media; GIFS, Flash and jpegs only.)  
 Please send all online creative materials to: [smpadsoperations@scholastic.com](mailto:smpadsoperations@scholastic.com)

**Please contact your sales rep to learn more about online advertising and custom publishing opportunities.**

**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"

**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.

\*Additional mechanical requirements available online at:  
[www.scholastic.com/administrator/advertise.asp](http://www.scholastic.com/administrator/advertise.asp)

**PREFERRED MATERIALS**

SWOP standards apply. *Scholastic Administr@tor* is computer-to-plate, digital format preferred. See enclosed insert for specifications. For insert information, please contact Rick Gelke in the manufacturing department. 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.

**DISCLAIMER**

Publication is not responsible for any errors made to materials not supplied on disk.

**SEND PRINT MATERIALS TO:**

Scholastic Inc.  
 Attn: Rick Gelke  
 557 Broadway  
 New York, NY 10012  
 Phone: 212.343.4462  
 Fax: 212.343.4571  
[rgelke@scholastic.com](mailto:rgelke@scholastic.com)

E-mail print materials to: [profmag@scholastic.com](mailto:profmag@scholastic.com).  
 Or contact Rick Gelke for FTP site information.

E-mail online materials to:  
[smpadsoperations@scholastic.com](mailto:smpadsoperations@scholastic.com)