

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.

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.



Instructor®

Rate Card 2009

MID-ATLANTIC

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Group Publisher
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New York, NY 10012
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MID-WEST

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National Advertising Director
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Cooperstown, NY 13326
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Lisa@livingstonmarketing.com

WEST COAST

Chris Leighton
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Sacramento, CA 95811
Phone: 916.446.3926
Fax: 916.446.3563
chris_leighton@sbcglobal.net

www.scholastic.com/instructor

4-Color	1X	3X	6X	8X	12X
Page	\$16,170	\$15,710	\$14,910	\$14,470	\$14,040
2/3	\$11,900	\$11,550	\$10,960	\$10,640	\$10,330
1/2	\$11,100	\$10,770	\$10,220	\$9,920	\$9,620
1/3	\$7,555	\$7,320	\$6,945	\$6,860	\$6,540
1/6	\$5,400	\$5,200	\$4,990	\$4,850	\$4,700

2-Color	1X	3X	6X	8X	12X
Page	\$14,250	\$13,830	\$13,120	\$12,735	\$12,350
2/3	\$10,360	\$10,060	\$9,550	\$9,260	\$9,000
1/2	\$9,540	\$9,250	\$8,810	\$8,545	\$8,270
1/3	\$6,020	\$5,840	\$5,555	\$5,370	\$5,210
1/6	\$4,265	\$4,135	\$3,940	\$3,810	\$3,685

B/W	1X	3X	6X	8X	12X
Page	\$13,045	\$12,650	\$12,005	\$11,770	\$10,315
2/3	\$9,210	\$8,915	\$8,490	\$8,220	\$8,100
1/2	\$8,390	\$8,135	\$7,760	\$7,535	\$7,285
1/3	\$4,850	\$4,690	\$4,470	\$4,345	\$4,170
1/6	\$3,130	\$3,015	\$2,825	\$2,780	\$2,695

For mechanical specs visit the online media kit: www.scholastic.com/instructor

Cover Premium Rates

2 Cover earned rate.....	+20%
3 Cover earned rate.....	+15%
4 Cover earned rate.....	+25%

Issues

Instructor is published 6 times per year:*
January/February, March/April, May/June, August,
September/October, November/December.

*Please contact your sales rep for ad close dates.

Online Opportunities

SCHOLASTIC'S TEACHER SITE

	Online Only	With Ad Page
Banner*	\$20 cpm	\$15 cpm

*Please contact your sales rep for specs.

TEACHER UPDATE

- Monthly electronic newsletter reaching 230,000+ educators
- Exclusivity: \$10,000
- Non-exclusivity: \$8,000

Specs: Half-banner—234x60 pixels; Vertical banner—120x240 pixels
(Max of 3 rotations; 15K max file size)

To learn more about online advertising and custom publishing opportunities, call 800.543.1284.

Teacher's Shopping Center

Black & White Contract Rates

Page	1x	3x	6x	8x	12x
1/3	\$3,070	\$2,970	\$2,825	\$2,740	\$2,660
1/6	\$1,870	\$1,820	\$1,720	\$1,670	\$1,620

Two-Color Premium Rates

Page	1x	3x	6x	8x	12x
1/3	\$4,120	\$4,020	\$3,875	\$3,790	\$3,710
1/6	\$2,920	\$2,870	\$2,770	\$2,720	\$2,670

Four-Color Premium Rates

Page	1x	3x	6x	8x	12x
1/3	\$4,640	\$4,550	\$4,400	\$4,320	\$4,230
1/6	\$3,445	\$3,390	\$3,300	\$3,245	\$3,190

SPECS

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"

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

Catalog Showcase Rates

	1x	3x	6x	8x	12x
	\$2,040	\$1,945	\$1,840	\$1,735	\$1,630

SPECS

1/8 Page, 4C: 3-5/16" x 2-5/16"

50 words of copy, 430 character maximum.

Classified Rates

	1x	3x	6x	8x	12x
	\$385	\$370	\$350	\$340	\$330
	\$300	\$295	\$280	\$275	\$270

9/11 point Garamond font condensed

9/11 headline bold

Spec for 1 column inch: 2-1/4" x 1"

DISCLAIMER

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

SEND MATERIALS TO:

Attn: Rick Gelke

557 Broadway

New York, NY 10012

Phone: 212.343.4462 Fax: 212.343.4439

rgelke@scholastic.com

E-mail materials to: profmag@scholastic.com.

Or contact Rick Gelke for FTP site information.