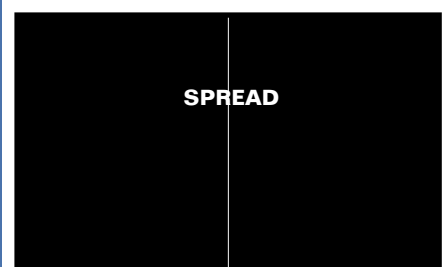
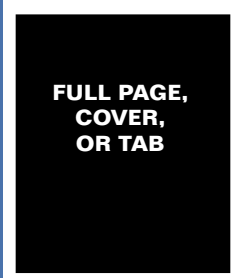


# Teacher Professional Development SOURCEBOOK

## Fall 2007 Ad Rates



**SPREAD**



**FULL PAGE,  
COVER,  
OR TAB**

### FOUR COLOR

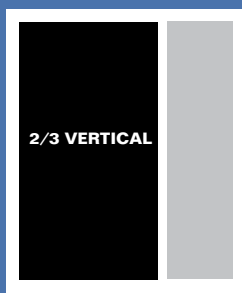
	1X	2X
Cover	\$16,182	\$14,240
Tabs	\$15,479	\$13,622
Spread	\$28,144	\$24,766
Full page	\$14,072	\$12,383
2/3 page	\$12,227	\$11,004
1/2 page	\$9,865	\$8,977
1/3 page	\$7,503	\$6,902
1/6 page	\$5,595	\$5,259

### SPREAD

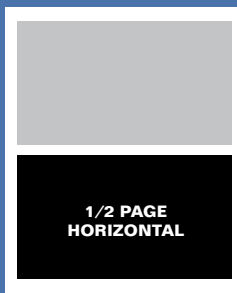
live area	16.75" wide	9.625" tall
trim	17.75" wide	10.75" tall
bleed	18.125" wide	11.125" tall

### FULL PAGE, COVER, OR TAB

live area	8" wide	9.625" tall
trim	8.875" wide	10.75" tall
bleed	9.25" wide	11.125" tall



**2/3 VERTICAL**



**1/2 PAGE  
HORIZONTAL**

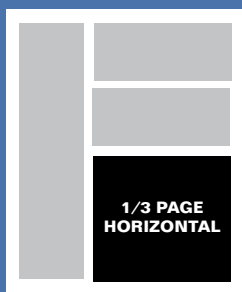
15% discount for black & white  
Non-profit discount available  
All rates are gross  
Ad reservation date: August 29, 2007

### 2/3 PAGE VERTICAL

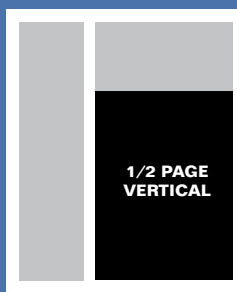
live area	5.25" wide	9.625" tall
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### 1/2 PAGE HORIZONTAL

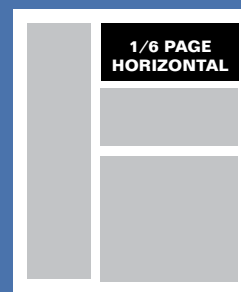
live area	8" wide	4.625" tall
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**1/3 PAGE  
HORIZONTAL**



**1/2 PAGE  
VERTICAL**



**1/6 PAGE  
HORIZONTAL**

### 1/3 PAGE HORIZONTAL

live area	5.25" wide	4.625" tall
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### 1/2 PAGE VERTICAL

live area	5.25" wide	7.125" tall
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### 1/6 PAGE HORIZONTAL

live area	5.25" wide	2.125" tall
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# Teacher Professional Development SOURCEBOOK



## Teacher Professional Development Sourcebook MECHANICAL REQUIREMENTS

**LINE SCREENS:** 133 text, 150 cover

**IMAGES:** Minimum 300 dpi for CMYK/Grayscale; minimum 1016 dpi for bitmap images.

Web images at 72 dpi are NOT acceptable for printing.

**FONTS:** Type 1 Postscript fonts only. TrueType fonts are NOT supported.

**COLOR:** All spot colors must be converted to CMYK.

### RECOMMENDED DENSITIES:

**4/C:** 260-270% maximum density. 80% black, 69% cyan, 58% magenta, 58% yellow. 2% minimum in highlight and 85% maximum in shadow to hold detail. Based on a total of 270% for a neutral black area.

**B/W:** Halftones: 5% highlight that has detail, 40% midtone, 90% shadow maximum.

All materials supplied should be prepared to allow an 18% dot gain on press, +/- 5%. Please contact Production Manager for mechanical specifications for inserts and business reply cards.

### ACCEPTED FILE FORMATS AND MEDIA

Print-ready PDF files are required. All PDF files should be created using the PDF/X-1a standard. NO Microsoft Word documents will be accepted. For more information on creating PDF files, please send your request to:

[teacherproduction@epe.org](mailto:teacherproduction@epe.org).

### IF ALSO SENDING APPLICATION FILES, INCLUDE THE FOLLOWING:

- All fonts (both printer and screen fonts)
- All supporting graphics
- A matchprint chromalin, IRIS or suitable digital proof.
- A disk information sheet

### PC SOFTWARE

Quark 5.0 or lower  
Photoshop CS or lower (TIFF, EPS or JPG formats only)  
Illustrator CS or lower (EPS format only)  
Pagemaker 7.0 or lower  
NO Microsoft Word documents will be accepted.

### MAC SOFTWARE

Quark 6.0 or lower  
Photoshop CS or lower (TIFF, EPS or JPG formats only)  
Illustrator CS or lower (EPS format only)  
InDesign CS  
NO Microsoft Word documents will be accepted.

### ALL FILES MUST BE MAILED WITH A PROOF AND INSERTION ORDER TO:

Production Manager  
*Teacher Professional Development Sourcebook*  
6935 Arlington Road, Suite 100  
Bethesda, MD 20814

(301) 280-3100

Due to large file sizes and the potential for font and/or file corruption, e-mailed files will NOT be accepted. Files may be submitted via FTP transfer. Please send a request to [teacherproduction@epe.org](mailto:teacherproduction@epe.org), and FTP information will be provided. All materials electronically submitted must be accompanied by a content proof faxed to 301-280-3250.

### COMMON PROBLEMS

- Not embedding all fonts in PDF
- Using the PDF Writer to create PDF
- Not converting all text to outline in EPS graphics and not including that font on disk
- Importing an image in EPS file and not including that image on disk
- Including web graphics at 72 dpi in layout

**\*PROOFS** which do not conform to specifications will be allowed, but in the event the printer is unable to match the proof or must create a new proof to match on press, the advertiser will be re-billed for any expenses the publication incurs, and no form of compensation will be given to the advertiser for poor reproduction quality. The publisher is not responsible if ad and proof are not supplied to specification.

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