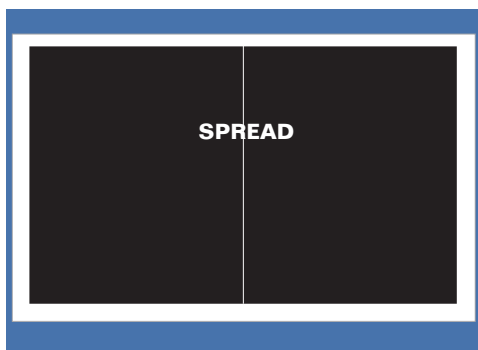


# TEACHER magazine

## TEACHER MAGAZINE 2006/07 Ad Rates

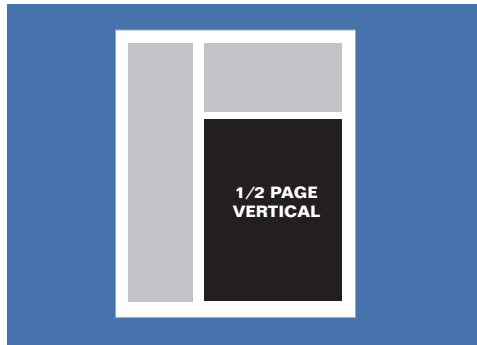
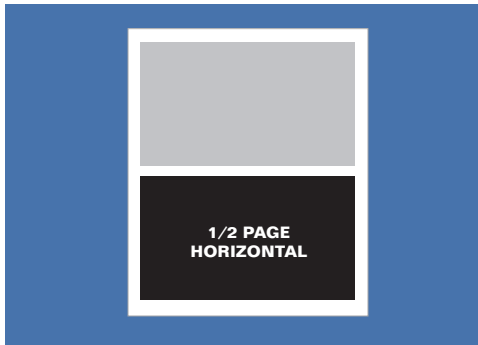
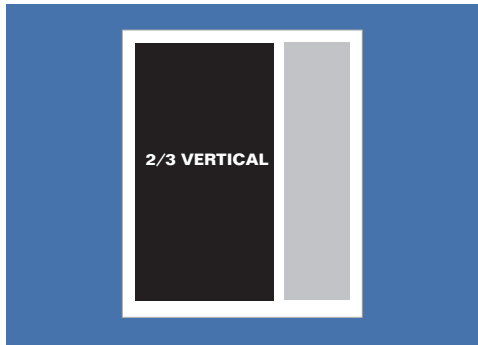


FOUR COLOR			
	1X	4X	6X
Spread	\$17,825	\$16,045	\$14,440
Full page	\$11,140	\$10,025	\$9,020
2/3 page	\$9,680	\$8,810	\$8,105
1/2 page	\$8,065	\$7,420	\$6,785
1/3 page	\$5,940	\$5,585	\$5,305
1/6 page	\$4,665	\$4,430	\$4,210

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

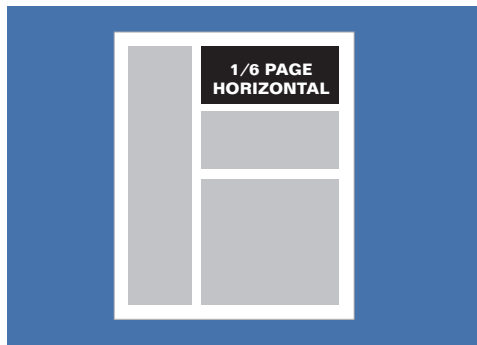
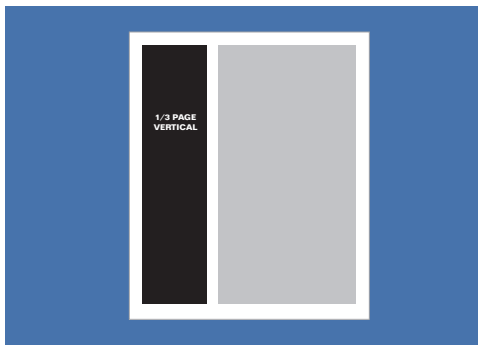
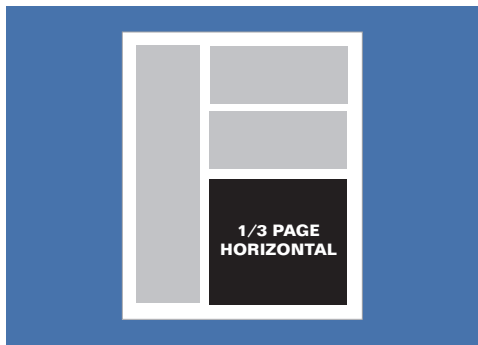
15% discount for black & white rates  
 10% discount for spot color rates  
 (black + 2nd color)  
 Non-profit discount available  
 All rates are gross



2/3 PAGE VERTICAL		
live area	5.25" wide	9.625" tall

1/2 PAGE HORIZONTAL		
live area	8" wide	4.625" tall

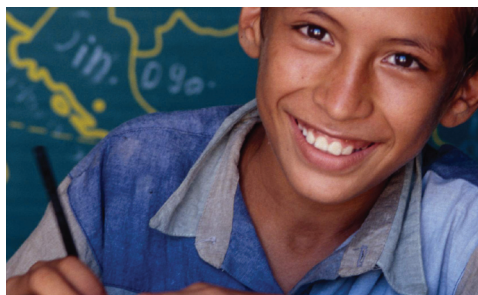
1/2 PAGE VERTICAL		
live area	5.25" wide	7.125" tall



1/3 PAGE HORIZONTAL		
live area	5.25" wide	4.625" tall

1/3 PAGE VERTICAL		
live area	2.5" wide	9.625" tall

1/6 PAGE HORIZONTAL		
live area	5.25" wide	2.125" tall



## TEACHER MAGAZINE 2006/07 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 for *Education Week* or *Teacher Magazine*, please send your request to [production@epe.org](mailto:production@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 7.0 or lower (TIFF, EPS or JPG formats only)  
Illustrator 10.0 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 Magazine*  
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 [production@epe.org](mailto:production@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.