



Reach more than
115,000
 Texas educators with
 ATPE News!

THE MAGAZINE

ATPE News is a professionally designed, full-color magazine published for the members of the Association of Texas Professional Educators, the largest educators' organization in Texas.

Editorial content includes in-depth looks at education issues and news about the professional association and its members. ATPE News is filled with must-read articles that offer tools for the classroom, legal tips relating to public school employment and updates on legislative actions that impact public schools.

THE AUDIENCE

The magazine is mailed quarterly to dues-paying public school employees ranging from school bus drivers to educational aides to classroom teachers to administrators. In addition, ATPE News is distributed to all Texas public school superintendents, legislators and other government officials, and many others involved in public education. Current circulation is approximately 115,000.

ADVERTISING OPTIONS

RETAIL ADVERTISING

(Trim size of the magazine is 8.375" x 10.875")

Full page	8.375" x 10.875"
Half page, horizontal	7.208" x 4.720"
Half page, vertical	3.476" x 9.703"
Quarter page, horizontal	7.208" x 2.363"
Back cover	8.375" x 8.125"

RATES (Four-color included)

Frequency rates are based on the number of insertions in any 12-month period.

All multi-issue contracts must be fulfilled within a 12-month period.

Size	1X	2X	3X	4X
Full page	\$1,975	\$1,900	\$1,825	\$1,750
1/2 page	\$975	\$925	\$900	\$875
1/4 page	\$525	\$500	\$475	\$450
Back cover	\$2,250	\$2,175	\$2,100	\$2,025

ATPE News advertising rates are priced low in order to give our advertisers the best possible value, therefore we cannot offer discounts to advertising agencies.

CLASSIFIED ADVERTISING

1 block	1 ¹³ / ₁₆ " x 2 ³ / ₈ "
2 blocks, horizontal	3 ⁵ / ₈ " x 2 ³ / ₈ "
2 blocks, vertical	1 ¹³ / ₁₆ " x 4 ³ / ₄ "
3 blocks, horizontal	5 ⁷ / ₁₆ " x 2 ³ / ₈ "
3 blocks, vertical	1 ¹³ / ₁₆ " x 7 ¹ / ₈ "

RATES

Size	Cost
1 block	\$100
2 blocks	\$200
3 blocks	\$300

All classified ads are black and white, with an additional spot color chosen by ATPE. If you wish to specify where this spot color is used on your ad, please indicate that on the proof of your advertisement that you submit to us.

PRODUCTION CHARGES

The cost of any required adjustments (typesetting, alterations, etc.) to retail ads will be billed to the advertiser or agency. These charges will be assessed on a case-by-case basis.

BILLING

New advertisers must prepay for the first ad or provide three credit references upon contract submission. Existing advertisers are billed with payment being due within 30 days of the invoice date. All advertisers are sent a complimentary copy of ATPE News after each issue is mailed. Political ads and new classified ads must be prepaid.

SUBMISSION REQUIREMENTS

All ads should be submitted via email to comm@atpe.org. Files must be PDF, TIFF or EPS. Files must include all fonts used and links to all images.

Upon request we will typeset your classified ad if provided with typewritten text and any artwork, such as a logo, that you want included.



DEADLINES

ATPE News is published quarterly: fall (mailed mid-August), winter (mailed early December), spring (mailed early March) and summer (mailed mid-June). The fall issue has the highest circulation.

Advertising space is limited, so please reserve space by the following insertion deadlines:

Winter 2012	Sept. 14, 2012
Spring 2013	Dec. 6, 2012
Summer 2013	March 8, 2013
Fall 2013	May 28, 2013

Ad copy is due two weeks after the insertion deadline.

CONTACT INFORMATION

Advertising Sales

ATPE News

305 E. Huntland Dr., Ste. 300

Austin, TX 78752-3792

Phone: (512) 467-0071 or (800) 777-ATPE

Fax: (512) 467-2203

E-mail: comm@atpe.org

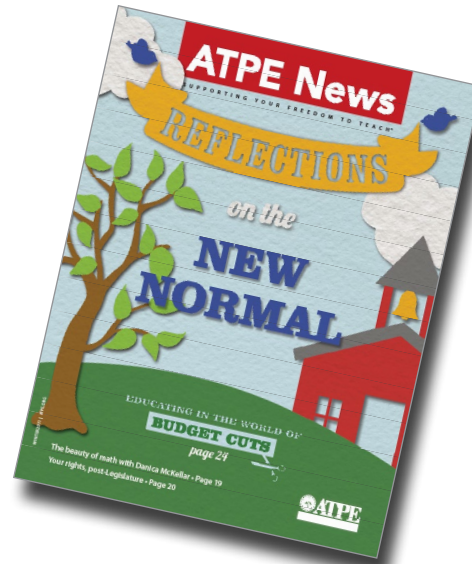
CONDITIONS

ATPE News reserves the right to reject any advertising for any reason. Alcohol, tobacco and firearms product advertising as well as any service or product of a sexual nature will not be accepted.

Advertising may be labeled "Advertisement" and/or boxed.

CANCELLATIONS

Cancellations will be accepted only until the insertion deadline. Back-cover advertising cannot be canceled.



ATPE News

ADVERTISING GUIDELINES

