Reach nearly **100,000** Texas educators by advertising with ATPE!

**The Audience**
The Association of Texas Professional Educators (ATPE) is a membership organization for Texas public school employees. More than 70% of all members are teachers, but the organization is inclusive and welcomes members ranging from school bus drivers to educational aides and administrators. In addition, ATPE communications reach all Texas public school superintendents, legislators and other government officials, and public members. Current membership is nearly 100,000.

**ATPE Print Advertising**
*ATPE News* is an award-winning quarterly magazine published for the members of the Association of Texas Professional Educators—the largest educators’ organization in Texas. The magazine addresses the most important issues affecting public education in the state of Texas. Editorial content includes in-depth articles that offer insight into the latest education debates, must-read articles that offer how-to tips for the classroom, legal columns relating to public school employment, updates on legislative actions that impact public schools, and news about the association and its members.

**ATPE Digital Advertising**
All issues of the digital edition of *ATPE News* contain advertising from the print edition, which is important because ATPE regularly shares links to articles via its social media sites. In addition, advertising is available on the ATPE website and in the bimonthly (twice per month) newsletters. From blogs and legislative updates to benefits and discounts, the content on the ATPE website is updated regularly to keep members engaged, and email newsletters are sent to all members with the latest news from the ATPE state office and across Texas.

**THE ATPE VISION**
ATPE supports the state’s largest community of educators who are dedicated to elevating public education in Texas.
Advertising Options

**RETAIL ADVERTISING DIMENSIONS**
- Full page (bleed) ......................... 8” x 10.875”
- Back cover (bleed) ....................... 8” x 8.375”
- Half page, horizontal .................... 7” x 4.6”
- Quarter page, horizontal ............... 7” x 2.175”

**RATES (FOUR-COLOR INCLUDED)**

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,975</td>
<td>$1,900</td>
<td>$1,825</td>
<td>$1,750</td>
</tr>
<tr>
<td>Back cover</td>
<td>$2,250</td>
<td>$2,175</td>
<td>$2,100</td>
<td>$2,025</td>
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<tr>
<td>Half page</td>
<td>$975</td>
<td>$925</td>
<td>$900</td>
<td>$875</td>
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<tr>
<td>Quarter page</td>
<td>$525</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
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</table>

**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.

Submission Requirements

All ads should be submitted via email to creative@jsjdmedia.com.

**ART REQUIREMENTS:**
- Acceptable file type: PDF.
- Files must be in CMYK color mode.
- All fonts must be converted to outlines.
- Full-page and back-cover ads must include .25” bleed.
- All ads should include crop marks offset by .125”.
- All bitmap images should be at least 300 dpi.

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 invoice 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 must be prepaid.

Deadlines

**ATPE News** is published quarterly: fall (mailed mid-August), winter (mailed late November), spring (mailed late February), and summer (mailed late May). Advertising space is limited, so please reserve space by the following insertion deadlines:

- Winter 2021: 9/16 (insert), 9/30 (art)
- Spring 2022: 12/17 (insert), 12/17 (art)
- Summer 2022: 3/17 (insert), 3/24 (art)
- Fall 2022: 6/9 (insert), 6/23 (art)

Contact Information

Association Revenue Partners
1721 West Plano Pkwy, Suite 122
Plano, TX 75075
Phone: 855-790-0001
Email: info@associationrevenuepartners.com

**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**

All ad placements are limited in nature, and all cancellation requests must be made in writing within three days of purchase.
Reach Approximately 80,000 Texas Educators Twice Per Month

Advertising is available in the ATPE (twice monthly) newsletters. From legislative updates to benefits and discounts, the content in the ATPE newsletters keeps members engaged. Newsletters are sent to all members with the latest news from the ATPE state office and across Texas.

AVAILABLE AD SIZES AND PRICING

<table>
<thead>
<tr>
<th>Banners</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner 430 x 80 Pixels</td>
<td>$3,500</td>
<td>$5,000</td>
</tr>
<tr>
<td>Side Banner 160 x 300 Pixels</td>
<td>$3,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Body Banner 600 x 100 Pixels</td>
<td>$3,000</td>
<td>$4,000</td>
</tr>
<tr>
<td><strong>Featured Showcase (3 Total)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Featured Showcase 600 x 300 Pixels</td>
<td>$2,500</td>
<td>$3,500</td>
</tr>
</tbody>
</table>
Reach Nearly 100,000 Members All Year Long

Advertising is available on the ATPE website where the content is updated several times each week. The banner allows for your company’s message to be displayed prominently on the homepage and section landing pages within the website. All positions are available on a first come, first served basis.

AVAILABLE AD SIZES AND PRICING

Banners 1 year
Top Banner 728 x 90 Pixels ................................. $5,000
Box Banner 300 x 250 Pixels ................................. $3,500

Need help with ad design?

Our graphic services are included.