



The ITEA Journal Ad Sales

AD RATES

THE ITEA JOURNAL AD SALES CONTACT

James Gaidry
Ph. 703.631.6220 x204
jgaidry@itea.org
4400 Fair Lakes Court
Suite 104
Fairfax, VA 22033
Fax: 703.631.6221



Annual Production Schedule

Issue	Space Reservation Due	Ad Material Due
March	12/29	1/5
June	3/23	4/6
Sept.	6/22	7/6
Dec.	9/21	10/5

Journal Specifications

Trim Size: 8 1/2 x 11 inches. Journal trims 1/8 inch off top, bottom and outside edge. Live matter should be a minimum of 1/2 inch inside the trimmed edges, and a minimum of 1/2 inch should be allowed for the bind.

Graphics should be a minimum of 300 dots per inch. Add 1/4 inch for bleeds.

Formats: We accept PDF, TIFF, JPEG or EPS formats for both Mac and PC platforms. All fonts must be embedded.

Disclaimer: All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement.

Ad Type	ITEA Partner Rates (ITEA Corporate Members, Sponsors, and Exhibitors)			Standard Rates		
	1x	2x	4x	1x	2x	4x
Cover 2	\$2500	\$2200	\$2000	\$3000	\$2700	\$2500
Cover 3	\$2420	\$2120	\$1920	\$2900	\$2600	\$2400
Cover 4	\$2740	\$2440	\$2240	\$3300	\$3000	\$2800
4-Color						
Full page	\$2100	\$1800	\$1600	\$2500	\$2200	\$2000
1/2 page	\$1700	\$1400	\$1200	\$2000	\$1700	\$1500
1/4 page	\$1300	\$1000	\$800	\$1500	\$1200	\$1000
1/8 page	\$500	\$400	\$300	\$800	\$650	\$500
2-pg spread	\$3300	\$3000	\$2800	\$4000	\$3700	\$3500
Black/White						
Full page	\$1620	\$1320	\$1120	\$1900	\$1600	\$1400
1/2 page	\$1300	\$1000	\$800	\$1500	\$1200	\$1000
1/4 page	\$900	\$600	\$400	\$1000	\$700	\$500
1/8 page	\$300	\$250	\$200	\$450	\$350	\$275
2-pg spread	\$2580	\$2280	\$2080	\$3100	\$2800	\$2600