



# The ITEA Journal Ad Sales

## AD RATES

### THE ITEA JOURNAL AD SALES

Contact

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### 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.

#### Ad Sizes (width x height):

Full Page - 7 1/2" x 10"

Full Page (bleed) = 8 1/2" x 11"

Add 1/4 inch for bleeds.

1/2 page = 6 1/2" x 4 1/8"

1/4 page = 3" x 4 1/8"

**Graphics:** Should be a minimum of 300 dots per inch.

**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.



### 2020 Production Schedule

Issue	Space Reservation Due	Ad Material Due
March	12/27	1/3
June	3/20	4/3
Sept.	6/19	7/3
Dec.	9/18	10/2

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