

Something Better

2018-2019 Publication Schedule

Missouri National Education Association
1810 East Elm Street
Jefferson City, Missouri 65101-4174
Phone: (573) 634-3202 • Fax: (573) 634-5645

Tentative Schedule

Issue	Date to Reserve Ad Space	Copy Deadline	Press Date	Distribution Date
1 Fall issue	Aug. 31	Sept. 7	Sept. 28	Oct. 12
2 Winter issue	Nov. 2	Nov. 9	Nov. 30	Dec.14
3 Spring issue	Feb.8	Feb. 15	March 8	March 22
4 Summer issue	May 3	May 10	May 31	June 14

To place an ad, contact Debra Beckman at (573) 634-3202 or Debra.Beckman@mnea.org.

7/2/18

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2018-2019 ADVERTISING RATE CARD

Missouri National Education Association
1810 East Elm Street, Jefferson City, MO 65101-4174
Phone: (573) 634-3202 Fax: (573) 634-5645

Format: 8 3/8 x 10 3/4 inches, saddle-stitched

Circulation: 35,000

Target audience: Missouri public education employees, primarily teachers of kindergarten through high school (Membership also includes retired teachers and college students studying to be teachers.)

Available advertisement sizes:

Full Page	7.625 inches (width) x 9.875 inches
Horizontal Half Page	7.625 inches (width) x 4.75 inches
Vertical Half Page	3.7125 inches (width) x 9.875 inches
1 Column	2.4 inches (width) x 9.875 inches
1/2 Column	2.4 inches (width) x 4.75 inches

Advertising net prices (color or black and white):

Full Page	\$1,000	1 column	\$500
Half Page	\$600	½ column	\$350

First time advertisers must pay to MNEA at least 50 percent of the ad cost prior to the copy deadline date.

Insert cost: \$1,100 (This does not include folding. Call for insert size and folding specifications.)

Advertisement specifications:

- Digital on disk—.eps file (MAC). Please provide a hard copy as well.
- Prepare CMYK separations on all artwork.

Send ads to: Missouri NEA, Attn: Debra Beckman, Communications Director, 1810 East Elm Street, Jefferson City, MO 65101-4174.

- Include payment or a billing address. Please provide a phone number.
- Following publication, MNEA will send each advertiser proof of publication tear sheets and a bill.

**To place an ad, contact Becky Dodds at (573) 634-3202 or Becky.Dodds@mnea.org.
For questions regarding ad specifications/design, contact Debra Beckman at (573) 634-3202 or Debra.Beckman@mnea.org.**