

Something Better

2021-2022 Publication Schedule

Missouri National Education Association
1810 East Elm Street
Jefferson City, Missouri 65101-4174
Phone: (573) 634-3202 or (800) 392-0236 • Fax: (573) 634-5646

Tentative Schedule

Issue	Date to Reserve Ad Space	Copy Deadline	Press Date	Distribution Date
1 Fall 2021 Issue	Aug. 11	Sept 03	Sept. 28	Oct. 11
2 Winter 2022 Issue	Oct. 16	Nov. 16	Dec. 10	Dec. 21
3 Spring 2022 Issue	Jan. 22	Feb. 22	March 15	March 22
4 Summer 2022 Issue	April 17	May 17	Jun. 7	June 21

To place an ad, contact Laurie Bernskoetter at (573) 644-9623 / laurie.bernskoetter@mnea.org

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2021-2022 ADVERTISING RATE CARD

Missouri National Education Association
1810 East Elm Street, Jefferson City, MO 65101-4174
Phone: (573) 634-3202 or (800) 392-0236 • Fax: (573) 634-5646

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	1/2 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 - .eps file (MAC), pdf, jpg, png, gif etc.
- Prepare CMYK separations on all artwork.

Send ads to: Laurie Bernskoetter at laurie.bernskoetter@mnea.org

- 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.

***For questions regarding ad specifications/design, or ad placement,
contact Laurie Bernskoetter at
(573) 644-9623 / laurie.bernskoetter@mnea.org***