

techedge

ADVERTISING GUIDELINES

TCEA's quarterly magazine is an exclusive member benefit available in print and digital editions.

With how-to articles, product reviews, success stories, and more, *TechEdge* delivers original content created by cutting-edge educators and thought leaders in technology and education. *TechEdge* helps members stay up-to-date on the trends and technologies that will help them innovate teaching and learning.

WHY ADVERTISE IN *TechEdge*?

- TCEA's quarterly magazine is read by educators and administrators who are deeply committed to integrating technology in education.
- Send your message to over **15,000 TCEA members**.
- Reach 90% of Technology Directors from Texas schools.

This Document Includes:

- Advertising Rates
- Advertising Specs
- Artwork Requirements
- TCEA Ad Insertion Order



If you have any questions please contact our Publications Specialist Alexis Cline at (512) 450-5440 or acline@tcea.org.

TechEdge Quarterly Magazine Advertising Rates

FULL-COLOR RATES	1X	2X-3X	4X
Double Page Spread	\$3,640	\$3,280	\$2,910
Outside Back Cover	\$2,950	\$2,700	\$2,460
Inside Front/Back Cover	\$2,710	\$2,460	\$2,220
Full Page	\$2,470	\$2,220	\$1,980
2/3 Page	\$2,120	\$1,910	\$1,700
1/2 Page Island	\$1,820	\$1,640	\$1,460
1/2 Page	\$1,560	\$1,400	\$1,250
1/3 Page	\$1,220	\$1,100	\$980
1/4 Page	\$930	\$840	\$740
1/6 Page	\$720	\$650	\$580
1/8 Page	\$570	\$510	\$460
BLACK-AND-WHITE RATES	1X	2X-3X	4X
Full Page	\$1,570	\$1,410	\$1,260
2/3 Page	\$1,350	\$1,210	\$1,080
1/2 Page Island	\$1,160	\$1,040	\$930
1/2 Page	\$990	\$890	\$790
1/3 Page	\$770	\$690	\$610
1/4 Page	\$590	\$530	\$470
1/6 Page	\$460	\$410	\$370
1/8 Page	\$370	\$330	\$300
DIGITAL EDITION BRANDING OPPORTUNITIES			
Sponsorship	\$2,100		
Toolbar	\$1,100		
Ad Jolt Upgrade	\$300		

PROVISIONS

- “Inside Front Cover” and “Outside Back Cover” ads are subject to availability.
- All ads, except Inside Front Cover and Outside Back Cover ads, will be placed at the discretion of the publisher based on the length and content of the articles contained within *TechEdge*.
- All advertisements will appear in both the print and digital editions of *TechEdge*. The digital edition will contain a hyperlink to your website or another URL provided to the *TechEdge* publication team.
- Digital Edition Branding Opportunities will not appear in the print version of the magazine.
- All artwork must adhere to the sizing and file requirements listed on the following page.
- Additional charges may incur for artwork, typesetting, file alterations, color profile changes, or file changes needed for proper print production.

DUE DATES

All ads must be sent to Alexis Cline by the due date given to the advertiser. It is the responsibility of the advertiser to send in the ad on or before the due date. If the ad is not sent in by the due date, that advertiser runs the risk losing their ad space. No refunds will be given to the advertiser if the artwork is not published because it is not received before *TechEdge* is sent to press.

TechEdge Quarterly Magazine Print Advertising Specifications

Magazine Trim Size	8.5" x 11"
Double Page Spread Live Area	15.625" x 9.625"
Full Page Live Area	7.125" x 9.625"

Note: Please keep all text within the live area.

Ad Type	Dimensions (w x h)
Double Page Spread Bleed	17.25" x 11.25"
Full-Page Bleed	8.75" x 11.25"
Full-Page No Bleed	7.125" x 9.625"
2/3 Page Horizontal	7.125" x 6.4"
2/3 Page Vertical	4.25" x 9.625"
1/2 Page Horizontal	7.125" x 4.8125"
1/2 Page Long Vertical	3.25" x 9.625"
1/2 Page Vertical Island	4.25" x 7"
1/3 Page Square	4.25" x 4.25"
1/3 Page Horizontal	7.125" x 3.2"
1/3 Page Vertical	2.375" x 9.625"
1/4 Page Horizontal	4.25" x 3.2"
1/4 Page Vertical	3.2" x 4.25"
1/6 Page Horizontal	4.25" x 2.125"
1/6 Page Vertical	2.125" x 4.25"
1/8 Page Horizontal	3.2" x 2.125"
1/8 Page Vertical	2.125" x 3.2"

ARTWORK REQUIREMENTS

FORMAT

The following hi-res file types are acceptable: PDF, EPS, TIFF, and JPG.

All artwork must be supplied at 300 DPI. Images from the web or created for digital content are not suited for printing.

All color artwork must be in CMYK mode. Black and white artwork must be sent in Grayscale mode. **RGB files will not be accepted.**

Full page ads must include a .125" bleed.

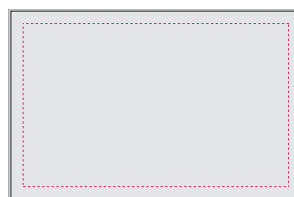
Please do not include crop marks, registration marks, or any printer's marks on final artwork.

FONTS

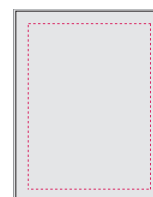
If providing an EPS or layered TIFF file, please outline all fonts that appear in the ad. TCEA is not responsible for the appearance of fonts that are not properly embedded or outlined.

NAMING CONVENTION

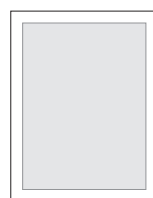
In order to improve our records of advertiser's artwork, please use the following naming convention for all artwork sent to the TechEdge publication department: *year_issue_your_company_name_techedge_ad* (example: 2013_nov_teaching_inc_techedge_ad.pdf)



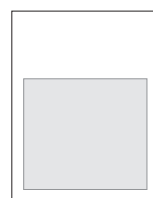
Double Page Spread w/Bleed



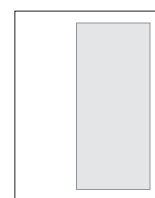
Full-Page w/Bleed



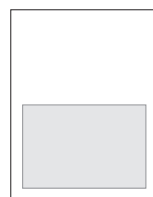
Full-Page no Bleed



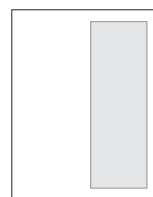
2/3 Page Horizontal



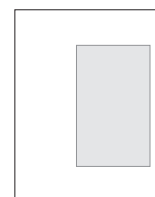
2/3 Page Vertical



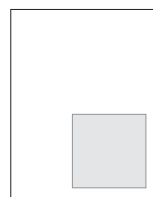
1/2 Page Horizontal



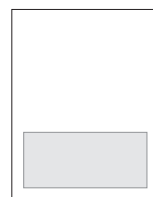
1/2 Page Long Vertical



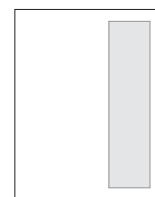
1/2 Page Vertical Island



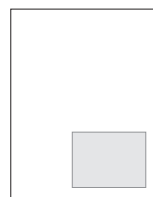
1/3 Page Square



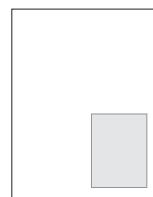
1/3 Page Horizontal



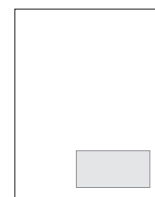
1/3 Page Vertical



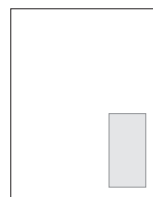
1/4 Page Horizontal



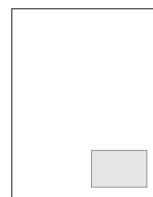
1/4 Page Vertical



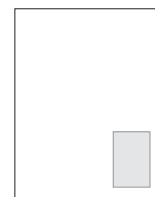
1/6 Page Horizontal



1/8 Page Vertical



1/8 Page Horizontal



1/8 Page Vertical

SUBMISSION PROCESS

Please email your artwork to acline@tcea.org. Contact Alexis Cline at (512) 450-5440 with questions or concerns.

TechEdge ADVERTISING INSERTION ORDER

Company Name _____
Contact Person _____
Address _____ City _____
State/Province/Country _____ Zip/Postal Code _____
Phone _____ Fax _____
Email _____ Website _____

TechEdge ADVERTISEMENT SIZE AND PRICING

Advertisement Size _____
Advertisement Frequency _____
Price Per Ad _____
Total _____

TechEdge DIGITAL EDITION OPTIONS

Sponsorship \$2,100 Toolbar \$1,100 Ad Jolt Upgrade \$300

Total _____

PAYMENT INFORMATION

Check enclosed (make payable to TCEA) I authorize TCEA to charge \$ _____
to my: MasterCard Visa American Express

Credit Card # _____ Exp. Date _____ Security Code _____

Name on Card _____ Authorized Signature _____

PAYMENT AND BILLING POLICIES

Full payment is expected within 30 days. Contracts are non-cancellable for contract period.

PLEASE READ AND SIGN BELOW

The undersigned, designated as advertiser representative, hereby contracts with the TCEA to advertise in TechEdge magazine. **Advertiser agrees to abide by the conditions stated with this contract.**

Authorized Signature _____ Title _____

Name (*print*) _____ Date _____

**PLEASE SEND INSERTION ORDER
AND ARTWORK TO acline@tcea.org**

Contact Alexis Cline at (512) 450-5440 or
(800) 282-8232 with questions or concerns.