

MEA voice

An Official Publication of the Michigan Education Association

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www.mea.org/voice

2016-17 Advertising Rates

Rates and Sizes

Display advertising

Full color, vertical one-quarter page layout. \$1,500
Dimensions: 3.7 in. wide x 4.95 in. high

Full color, horizontal one-eighth page layout. \$750
Dimensions: 3.7 in. wide x 2.4 in. high

Advertisers will be billed after publication is printed.

Classified advertising

Cost is \$1 per word, with a \$20 minimum.
Classified ads may not exceed 65 words.

Ad Deadlines

The *MEA Voice* is published five times per year. The 2016-17 publication schedule is provided on the next page.

Display advertising:

Space must be reserved in advance. Space will be sold on a first-come, first-served basis. See **advertising policy** and deadlines on next page. Display ads must be received no later than 5 p.m. on the deadline date.

Classified advertising:

Classified ads are accepted depending on available space (see next page for exclusions). Ads must be pre-paid and submitted in writing, with the advertiser's name and current address, phone number and email address, whether or not they appear in the ad.

Production Requirements

All display advertisements must be supplied **output-ready**—complete digital files that can be placed with no adjustments. All required elements must be present, file formats correct, no RGB color, no missing or corrupt fonts and all items scaled and linked correctly.

If any display ad requires additional services due to software formatting problems, the time required to properly place the ad in the *MEA Voice* will be charged to the advertiser at the rate of \$50 per hour.

File Specifications

Files should be saved as press quality PDF, EPS or TIFF with 300 pixels per inch resolution, CMYK or grayscale. Any other file format will incur an additional charge.

Include all graphic files and fonts used (screen and printer fonts). **Do not compress files.**

File name should include customer name and date. EPS or TIFF ads should be submitted on a CD. Complete PDF ad files may be submitted by email to vads@mea.org

More Information

Questions about content: bortega@mea.org

Questions about billing: emustafa@mea.org

Questions about file specs: scoats@mea.org

All classifieds: vads@mea.org

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2016-17 Publication Dates

October 2016

Vol. 94, Issue 1

Advertising deadline: **Sept. 9**

Publication date: **Oct. 7**

December 2016

Vol. 94, Issue 2

Advertising deadline: **Nov. 18**

Publication date: **Dec. 14**

February 2017

Vol. 94, Issue 3

Advertising deadline: **Jan. 6**

Publication date: **Feb. 3**

April 2017

Vol. 94, Issue 4

Advertising deadline: **March 10**

Publication date: **March 31**

August 2017

Vol. 94, Issue 5

Advertising deadline: **July 7**

Publication date: **Aug. 4**

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The Michigan Education Association is the premier education organization in the state. It is made up of more than 1,000 local associations and is affiliated with the 3 million-member National Education Association (NEA), based in Washington, D.C.

MEA's mission is to ensure that the education of our students and the working environments of our members are of the highest quality.

The *MEA Voice* magazine is produced by staff for the benefit of our members. It takes its direction from and reflects the adopted policies of the MEA Representative Assembly and Board of Directors; it maintains a neutrality toward all internal politics of the association.

With a circulation of more than 140,000, the *MEA Voice* is one of the most influential education publications in which to advertise.

The *MEA Voice* accepts only education-related display ads. Since the *MEA Voice* is a publication for members, the editor will exercise care to accept only advertising placed by reliable and ethical advertisers. Acceptance of advertising does not imply MEA endorsement or approval.

Advertising is not accepted for:

- alcoholic beverages, tobacco, politics or labor disputes, a conflicting service or a program that is a negotiations factor in local bargaining, material in violation of the Code of Ethics of the Education Profession.
- programs or services that compete with those offered by MESSA and MEA Financial Services (including health insurance, tax-deferred annuities, life insurance, auto insurance, homeowners insurance, and financial planning).

The editorial staff reserves the right to reject any advertisement.