



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 about 120,000, the *MEA Voice* is one of the most influential education publications in which to advertise.

2020-21 Publication Dates

October-November 2020

Vol. 98, Issue 1
Advertising deadline: **Sept. 10**
Publication date: **Oct. 4**

December 2020 - January 2021

Vol. 98, Issue 2
Advertising deadline: **Nov. 13**
Publication date: **Dec. 12**

February-March 2021

Vol. 98, Issue 3
Advertising deadline: **Jan. 15**
Publication date: **Feb. 9**

April-May 2021

Vol. 98, Issue 4
Advertising deadline: **March 12**
Publication date: **April 6**

August-September 2021

Vol. 98, Issue 5
Advertising deadline: **July 16**
Publication date: **Aug. 10**

Display Advertising

Full color, horizontal one-half page layout. . . . \$3,000
Dimensions: 7.4 in. wide x 4.9 in. high

Full color, vertical one-quarter page layout. . . . \$1,500
Dimensions: 3.7 in. wide x 4.9 in. high

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

Space must be reserved in advance. Space will be sold on a first-come, first-served basis. Display ads must be received no later than 5 p.m. on the deadline date.

Advertisers will be billed after publication is printed.

Production Requirements

All display advertisements must be supplied **output-ready**—complete digital files that can be placed with no adjustments.

Files should be saved as press quality PDF with fonts embedded and any images at 300 pixels per inch resolution. Complete PDF ad files may be submitted by email.

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.

Classified Advertising

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

Classified ads are accepted depending on available space. Ads must be pre-paid and submitted in print with the advertiser's name and current address, phone number and email address.

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