

MEA voice

Advertising Rates 2022-23



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 protect, advocate, and advance the rights of all education professionals to promote quality public education for all students.

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.

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, or material in violation of the Code of Ethics of the Education Profession. Advertising is also not accepted for 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.

Display Advertising

Full color, horizontal one-half page—\$3,000

- Dimensions: 7.4 in. wide x 4.9 in. high

Full color, vertical one-quarter page—\$1,500

- Dimensions: 3.7 in. wide x 4.9 in. high

Full color, horizontal one-eighth page—\$750

- Dimensions: 3.7 in. wide x 2.4 in. high

Space must be reserved in advance, and 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.

Art should be converted to CMYK, no spot colors. Save as a press-quality PDF with fonts embedded. Images should be provided at 300 pixels per inch. Complete PDF ad files may be submitted by email.

2022-23 Publication Dates

October–November 2022

Advertising deadline: **Sept. 1**

Publication date: **Sept. 26**

December 2022 – January 2023

Advertising deadline: **Nov. 18**

Publication date: **Dec. 19**

February–March 2023

Advertising deadline: **Jan. 18**

Publication date: **Feb. 13**

April–May 2023

Advertising deadline: **March 8**

Publication date: **April 3**

August–September 2023

Advertising deadline: **July 6**

Publication date: **Aug. 3**

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