



Fall 2015 ♦ Spring 2016

**Issue Date:**

Fall 2015

Spring 2016

**Ad Order Deadline:**

June 1, 2015

November 2, 2015

**Ad Receipt Deadline:**

June 15, 2015

November 16, 2015

*Palmetto Administrator* magazine is your direct line to the decision makers in public schools throughout South Carolina. Now you can reach this audience with more options than ever before – and save money, too!

### Options for 2015-2016

Vertical half page ads

Optional full color inside or on the covers

Save 10% if you are a SCASA Business Affiliate!

**Reserve your ad space by:**

June 1, 2015 (Fall issue)

November 2, 2015 (Spring issue)

**Send your camera-ready ad by:**

June 15, 2015 (Fall issue)

November 16, 2015 (Spring issue)

Contact Jessica Morgan with questions. To reserve space and to submit your ad:

**Phone:** 803-798-8380

**Email:** [jessica@scasa.org](mailto:jessica@scasa.org)

**Fax:** 803-731-8429

**Mail:** SCASA, 121 Westpark Boulevard, Columbia, SC 29210

Here's what your ad designer want to know:

**Preparation:**

Ads must be camera-ready, on paper or in any standard digital format, with support files and fonts included. MSWord also accepted.

**BLEEDS:** Inside and outside covers may bleed (no additional charge; allow ¼-inch extra all around). No bleeds inside.

**COLOR:** B/W is standard. Spot or full color available, \$295 extra per issue.

**LAYAR:** Send a link to a video, company contact info, website or any additional content that readers can view when they scan the ad using the Layar app.

**Ad sizes:**

Finished size: 8.5 x 11 ins.

Inside cover, front or back: 8.5 x 11 ins

Outside cover, back: 8.5 x 8.5 ins

Full page inside: 8.5 x 11 ins

Half page horizontal: 8.5 x 5.5 ins

Half page vertical: 4.25 x 11 ins

Centerfold: 11 x 17 ins

**NOTE:** For all sizes, allow ¼-inch margins all around (for cover bleed, add ¼-inch)

# Advertising Rate Sheet and Contract



Contract rec'd: Date \_\_\_\_\_  
 Ad rec'd: Date \_\_\_\_\_  
 Plcmt: ins/fr ins/bk outs/bk ctrfld  
 Other \_\_\_\_\_  
 Full \_\_\_\_\_ 1/2vert \_\_\_\_\_ 1/2horz \_\_\_\_\_ opt-clr

## Fall 2015 ♦ Spring 2016

I would like to reserve the following advertising space in the 2015-2016 issues of *Palmetto Administrator* magazine:

	One issue <i>(specify Fall or Spring)</i>	Both issues	Additional services:
Full page	\$475 _____	\$895 _____	<input type="checkbox"/> <b>Layar</b> capabilities (interactive marketing) (add \$100 per issue)
Half page, vertical or horizontal	\$355 _____	\$670 _____	<input type="checkbox"/> Full color (add \$295 per issue)
Inside cover (if available)	\$575 _____	\$1085 _____	<input type="checkbox"/> Spot color (add \$295 per issue)
Outside back over (if available) <i>(NOTE: Back cover is 3/4-page.)</i>	\$675 _____	\$1265 _____	<input type="checkbox"/> Special position (if available): _____ (add \$50 per issue)
Centerfold (if available)	\$945 _____	\$1795 _____	

Company name: \_\_\_\_\_

BILLING name/address: \_\_\_\_\_

CONTACT name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact email: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact address: \_\_\_\_\_

- Billing preferences:
- My company is a Business Affiliate (**10% discount**)
  - Full payment is enclosed.
  - Please bill after publication. (My billing info is shown above.)
  - Other payment arrangements have been made: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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