



Fall 2018

Issue Date:

Fall 2018

Ad Order Deadline:

August 1, 2018

Ad Receipt Deadline:

August 15, 2018

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 2018-17

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:

August 1, 2018 (Fall issue)

Send your camera-ready ad by:

August 15, 2018 (Fall issue)

Contact Hannah Pittman with questions. To reserve space and to submit your ad:

Phone: 803-798-8380 **Email:** hannah@scasa.org **Fax:** 803-731-8429

Mail: SCASA, 1 Fernandina Court, Columbia, SC 29212

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.

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 2018

I would like to reserve the following advertising space in the
2018 issue of *Palmetto Administrator* magazine:

	Fall issue	Additional services:
Full page	\$475_____	<input type="checkbox"/> Full color (add \$295 per issue)
Half page, vertical or horizontal	\$355_____	<input type="checkbox"/> Spot color (add \$295 per issue)
Inside cover (if available)	\$575_____	<input type="checkbox"/> Special position (if available): _____ (add \$50 per issue)
Outside back over (if available) <i>(NOTE: Back cover is 3/4-page.)</i>	\$675_____	
Centerfold (if available)	\$945_____	

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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