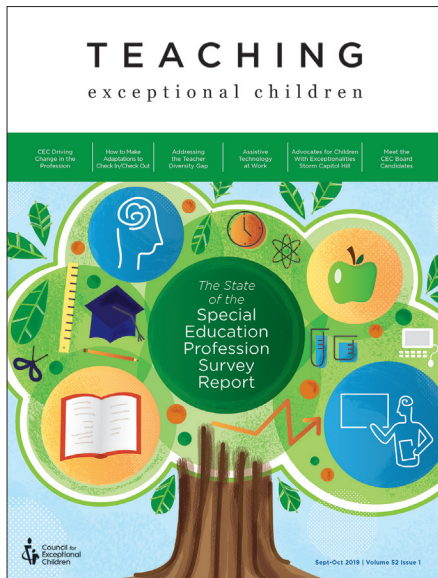


Advertising Rates and Specifications – 2020



Society Affiliation: Council for Exceptional Children (CEC)

Readership profile: *TEACHING Exceptional Children (TEC)* is read by special education teachers and administrators, paraprofessionals, early childhood special educators, college and university faculty, researchers, other professionals who are members of the Council for Exceptional Children.

Editor: Dawn Rowe PhD, East Tennessee State University

TEACHING Exceptional Children (TEC) is the flagship research-to-practice journal of the Council for Exceptional Children (CEC) and features practical, peer-reviewed articles and in-depth content that present methods and materials for classroom use, as well as current issues in special education teaching and learning. It also features regular columns by the CEC President, CEC Division Presidents, and other leaders in the field. The CEC Connection section of TEC also provides important news about CEC and its programs and events.

About the Council for Exceptional Children

CEC is a professional association of educators dedicated to advancing the success of children with exceptionalities. We accomplish our mission through advocacy, standards, and professional development. CEC members help serve 7.1 million children and youth with disabilities and 3 million children with gifts and talents. CEC members represent a wide range of professionals in the field of special education.

Journal Information

Print

Circulation: 9,500

Frequency: This journal is published 6 times per year

Online

Circulation: 25,000

<http://journals.sagepub.com/home/tcx>

Advertising Rates and Information

Closing dates for print advertising

Issue	Space reservation	Copy deadline	Insert deadline
January	15-Nov-19	22-Nov-19	03-Dec-19
March	10-Jan-20	17-Jan-20	28-Jan-20
May	17-Mar-20	24-Mar-20	02-Apr-20
July	19-May-20	26-May-20	04-Jun-20
September	14-Jul-20	21-Jul-20	30-Jul-20
November	15-Sep-20	22-Sep-20	01-Oct-20

Cover and preferred position rates (non-cancelable)

Inside Front cover.....	Earned B&W rate + 35%
Inside Back cover.....	Earned B&W rate + 25%
Back cover.....	Earned B&W rate + 50%
Facing table of contents.....	Earned B&W rate + 30%
Facing first text page.....	Earned B&W rate + 25%
Other specified positions.....	Earned B&W rate + 15%

Print advertising rates

Black and white rates

Frequency	1x	3x	6x	12x	24x
1 page	\$3,090	\$3,030	\$2,635	\$2,505	\$2,255
½ page	\$2,475	\$2,425	\$2,110	\$2,005	\$1,805
¼ page	\$1,485	\$1,455	\$1,265	\$1,205	\$1,085

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

Color rates: Full-page 4-color charge (in addition to B&W rate above)\$800

Agency commission: 15%

Payment terms: Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

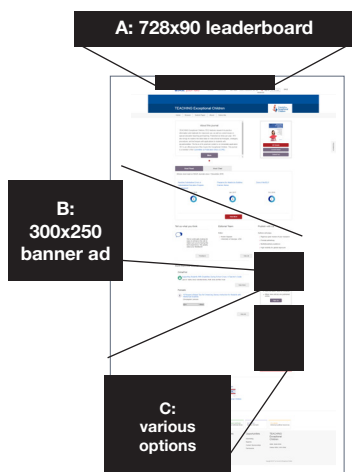
Other Promotional Opportunities

- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special sections
- Custom publications

Event opportunity: CEC Special Education Convention & Expo, Portland, Oregon, February 5th-8th, 2020



Digital Advertising



Website Banner Advertising:

Interact with your audience online with a banner ad placed on a journal's website.

- **A: 728x90 Leaderboard** (pictured) top of page ad position for immediate exposure
- **B: 300x250 Banner Ad** (pictured) middle right of page to engage the most invested users
- **C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper** Lower middle, right of page

High Impact Banner Solutions:

Enhance your digital advertising with these rich media options

- **Video, Scrolling, and Expandable Options**
- **Interstitial Banner Ad**
- **Sticky Banner**

Other Digital Solutions:

- **Email Marketing:** eTocs and OnlineFirst Alert Sponsorships
- **Webinars:** a custom digital event package that includes promotion and event hosting
- **Microsites:** custom package to host your content and SAGE content in one place
- **Sponsored Digital Editions:** options include single article, full issue, or custom article compilations

See our Digital Advertising Ratecard or visit <https://us.sagepub.com/en-us/nam/sage-digital-advertising> for more information.

Policy and Guidelines

Trim size: 8.25 x 10.875

Binding: Saddle stitched

Ad dimensions are listed in inches.

	Non-bleed	Bleed
Full page:	7.75 x 10.375	8.5 x 11.125
½ page vertical:	3.625 x 10.375	
½ page horizontal:	7.75 x 5.00	
¼ page vertical:	3.625 x 5.00	

Requirements for electronic delivery

General Instructions

A high resolution press-ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and **900–1200 dpi** for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions

Color Ads An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If

a SWOP-certified proof is not supplied, then Publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

B&W Ads A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions

Please supply files via CD-ROM or email. If emailing artwork, then send the proof in a separate package in the mail.

TEC inserts

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the head, foot, gutter, and face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than ¼" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

Advertising disclaimers

Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE's approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

All advertising is subject to CEC approval. CEC reserves the right to decline advertisements for products and services that directly compete with CEC products and services or which do not align with the organization's mission and beliefs.

Contact Details

For display and classified advertising

Cody Michel
SAGE Publications
Phone: (805) 410-7231
Fax: (805) 375-5282
E-mail:
cody.michel@sagepub.com

For artwork delivery

SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
E-mail: advertising@sagepub.com

Pre-printed inserts

(list journal name, issue # and quantity on boxes/skid)
Ship to:
Tina Pringle / Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220

For reprint and supplement sales

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
Email: reprint@sagepub.com