

Publication Dates, Ad Deadlines and Terms

Edition Date Art Deadline

January	December 1
March	February 1
May	April 1
September	August 1
November	October 1

Call today to discover how Virginia Teacher can help you reach this dynamic market.
Contact Dory Suttmiller at 757.620.2631

Advertising Rates & Specs

Print Design Specs

Rates: Rates are per insertion.
All rates include four color process.

SIZE	1x	2x/3x	4x/5x
Full	\$1,850	\$1,760	\$1,680
2/3	\$1,300	\$1,245	\$1,195
1/2	\$1,140	\$1,095	\$1,050
1/3	\$850	\$820	\$790
1/6	\$500	\$475	\$455
Back Cover	\$2,600	\$2480	\$2350
Inside Front (RR and LR or)	\$2,240	\$2,100	\$1,990
Inside Back Cover			

Terms and Procedures

Order Forms: For accurate and timely service, all and inserts should be preceded by a corresponding and insertion form. Virginia Teacher will provide order forms upon request.

Repeat Insertions: The same rate will apply for each insertion as long as the ad has the same specifications as the original (size, positioning, etc.) If submitting new artwork, please be sure to mark the ad "new material" and have it available before the deadline.

Payment: A separate invoice will be mailed for each ad insertion. Billed accounts are due 30 days from date of invoice. Accounts past due are subject to a late charge of 2% per month.

Changes or Cancellations: All changes or cancellations must be received two weeks prior to the deadline. Late cancellations will be subject to a 15% cancellation fee.

IMPORTANT: All artwork must be print-ready and meet the following requirements, otherwise additional charges will incur.

- CMYK color
- 300 dpi art actual size. Please **do not** use images found on the web.
- Embed all fonts

Accepted formats: PDF (preferred), JPEG, EPS, PSD, TIF, INDD, AI

Submit camera-ready ads to:
art@nichepublicationsllc.com. For production related questions contact:
jhargett@breegermediagroup.com
or dmundy@breegermediagroup.com

Distribution and By The Numbers

VirginiaTEACHER

MEDIA KIT

Distribution

Virginia Teacher serves educators in Hampton Roads and Central Virginia. The Hampton Roads region includes the schools systems of **Chesapeake, Hampton, Norfolk, Newport News, Poquoson, Portsmouth, Suffolk, Virginia Beach, York County and Williamsburg/James City County.**

The Central Virginia region includes the school systems of **Charles City, Chesterfield, Colonial Heights, Dinwiddie, Goochland, Hanover, Henrico, Hopewell, New Kent, Petersburg, Powhatan, Prince George, Richmond, Surry and Sussex.**

In addition, several private schools, colleges and universities in both regions receive the publication. **The total circulation is 30,000 to over 500 locations.**

By the numbers

- 50,000 +** Teachers and educators eagerly await each issue
- 500+** Schools and their teachers receive the magazine directly
- 50,000 +** Secure income consumers will see your message
- 80%** of business decision makers prefer industry – specific content and advertising*

**"The Power of Industry – Specific Magazine"*
www.americanbusinessmedia.com

**Call to advertise today
757.620.2631**



Virginia Teacher Magazine

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