

New York Teacher

State & City Editions

Background

New York Teacher/State Edition is the official publication of New York State United Teachers. *New York Teacher/City Edition* is the official publication of the United Federation of Teachers. Our state edition is the most widely circulated bi-weekly education publication in the United States.

The news magazine is mailed every two weeks during the academic year to the homes of New York state and New York City school teachers, principals, guidance counselors, librarians, bus drivers, secretaries, teacher aides and other school-related professionals; and faculty and professionals of higher education institutions, including the State University of New York, the City University of New York and community colleges. Healthcare professionals and municipal employees constitute a significant and growing segment of our readership.

The *New York Teacher* is an indispensable source of news and information for an educated readership. Two editions are published: the statewide edition, which goes to more than 600,000 members, and a wraparound New York City edition, which goes to the 200,000 members of the United Federation of Teachers.

The award-winning publication's investigative reporting, layout and photography have been recognized by the International Labor Communications Association, the Metro New York Labor Press Council and the Education Press Association of America.

Audience

Our readers range in age from early 20s to senior citizens. They are steadily employed or retired, a stable, upper-income group. The median salary for New York state teachers is \$55,665. Our readers are responsive to the advertiser who offers true value. In the mainstream of the economy, they provide a fertile field for advertisers of consumer goods, professional services, travel, education, cultural activities, books, computers and more.

Circulation Breakdown

Statewide Edition 600,000
 New York City Edition* with State Pullout200,000
 *United Federation of Teachers

NYSUT is affiliated with the American Federation of Teachers and the National Education Association.



NEW YORK TEACHER ADVERTISING DEADLINES AND ISSUE DATES 2009-2010

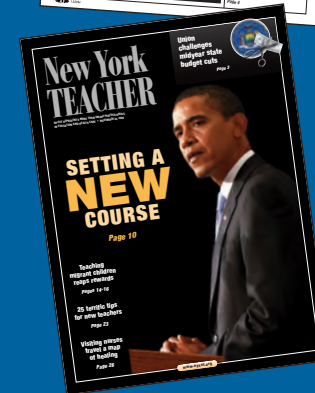
August 28 for the September 17 issue
 September 11 for the October 1 issue
 September 25 for the October 15 issue
 October 9 for the October 29 issue
 October 23 for the November 12 issue
 November 6 for the November 26 issue
 November 20 for the December 17 issue
 December 11 for the January 21 issue
 January 15 for the February 4 issue
 January 29 for the February 18 issue
 February 12 for the March 4 issue
 February 26 for the March 18 issue
 March 12 for the April 1 issue
 March 26 for the April 15 issue
 April 16 for the May 6 issue
 April 30 for the May 20 issue
 May 14 for the June 3 issue
 May 28 for the June 17 issue



New York Teacher

State & City Editions

Advertising Rates



An award-winning news magazine.
 Published bi-weekly
 September to June

Official publications of
New York State United Teachers
United Federation of Teachers

Affiliated with the American Federation of Teachers and the National Education Association.

New York Teacher

State

800 Troy-Schenectady Road
 Latham, NY 12110-2455
 Phone (518) 213-6000
 Fax (518) 213-6415 www.nysut.org

City

52 Broadway, 12th Floor
 New York, NY 10004
 Phone (212) 598-7735
 Fax (212) 514-7261

Rate Card No. 36
2009 - 2010

To place advertising:

(800) 448-4ADS (4237) Fax: (518) 213-6415
 E-mail: sallen@nysutmail.org
 or
 (212) 598-7735 Fax: (212) 514-7261
 E-mail: jgottlieb@uft.org

STATE DISPLAY ADVERTISING

	Black & White rates per col. in.	1 Time
Full Bleed : All sides		\$11,285.76
Full Page (6c x 12 ¹ / ₂ ")	\$117.56	\$8,817.00
1/2 pg. (6c x 6")	\$124.98	\$4,499.28
1/4 pg. (3c x 6")	\$154.28	\$2,777.04
1/8 pg. (3c x 4")	\$156.56	\$1,878.72
1/16 pg. (3c x 2")	\$159.29	\$955.74
1" ad (1c x 1")	\$159.29	\$159.29

PRODUCTION CHARGES

Typesetting and design services: 10% of gross
 Color at Editor's discretion in both editions:
 2 color on 1/2 page or larger, 20% of gross
 4 color on 1/2 or full page, 50% of gross

CITY DISPLAY ADVERTISING

	Black & White rates per col. in.	1 time
Full (6c x 13 ¹ / ₂ ")	\$88.68	\$7,183.08
1/2 pg. (6c x 6 ¹ / ₂ ")	\$92.45	\$3,605.55
1/4 pg. (3c x 6 ¹ / ₂ ")	\$101.51	\$1,979.45
1/8 pg. (3c x 4")	\$123.81	\$1,485.72
1/16 pg. (3c x 2")	\$128.22	\$769.32
1" ad (1c x 1")	\$128.22	\$128.22

SPECIAL DISCOUNTS

For State and City Edition, we offer special discounts for:

- **New Advertisers** • **Frequent Advertisers**
- **Educational Institutions** • **Museums**

For more details, contact our advertising office or sales representative.

2009-2010 MECHANICAL REQUIREMENTS

New York Teacher is printed by web offset in process color (CMYK), using halftone screen of 100 lines per inch.

Full Bleed (State Edition Only)	10 ⁵ / ₈ " x 14"
Trim Size.....	10 ¹ / ₈ " x 13 ¹ / ₂ "
Image Area (State Edition)	9 ¹ / ₂ " x 12 ¹ / ₂ "
Image Area (City Edition)	9 ¹ / ₂ " x 13 ¹ / ₂ "
Width, type page (57.5 picas).....	9 ¹ / ₂ "
Width 1 column (9.5 picas)	1 ¹ / ₂ "
Width 2 columns (18.5 picas).....	3 ¹ / ₈ "
Width 3 columns (28.5 picas).....	4 ³ / ₄ "
Width 4 columns (38 picas)	6 ³ / ₈ "
Width 5 columns (48 picas)	8"
Width 6 columns (57.5 picas).....	9 ¹ / ₂ "

CLASSIFIED ADVERTISING

STATE CLASSIFIED RATES

\$3.28 per word; minimum 10 words. 4-11 consecutive issues, \$3.11 per word; 12 or more consecutive issues, \$2.95 per word.

CITY CLASSIFIED RATES

\$2.81 per word; minimum 10 words. 4-11 consecutive issues, \$2.64 per word; 12 or more consecutive issues, \$2.53 per word.

Area code, telephone exchange and number count as one word. (Please include area code.) E-mail, Web and street address count as one word. City and state, including ZIP code, count as one word. In multiple street addresses, each word of the additional address is charged individually. Abbreviations and numbers are considered words and charged individually.

STATE BOXED CLASSIFIED RATES

\$159.29 per column inch for first insertion of advertisement. \$151.70 per column inch for additional insertions of the same advertisement. One column inch is 1¹/₂" wide.

CITY BOXED CLASSIFIED RATES

\$128.22 per column inch for first insertion of advertisement. \$122.88 per column inch for additional insertions of the same advertisement. One column inch is 1¹/₂" wide.

CLASSIFIED CATEGORIES:

- | | |
|-----------------------|--------------------------|
| 1. WANTED TO BUY | 7A. DENTAL SERVICES |
| 2. FOR SALE | 7B. LEGAL SERVICES |
| 3. REAL ESTATE SALES | 8. HELP WANTED |
| 4. RENT/SALE | 9. SITUATIONS WANTED |
| 5. FOR RENT | 10. MISCELLANEOUS |
| 5A. RESORTS | 11. EDUCATION |
| 5B. SUMMER RENTALS | 11A. INSTRUCTIONS |
| 5C. RENTALS WANTED | 12. BUSINESS OPPORTUNITY |
| 6. RESIDENCE TO SHARE | 13. ENTERTAINMENT |
| 7. SERVICES | 13A. TRAVEL |

ALL CLASSIFIED ADS ARE PAYABLE IN ADVANCE ADS ARE ACCEPTED VIA FAX OR E-MAIL WITH VISA OR MASTERCARD

All copy must be submitted typewritten or hand-printed. Be sure to indicate whether State or City classified is ordered, and the category under which the ad should appear. Ad must be received by *New York Teacher* by 5 p.m. of the deadline date. See deadline schedule on back page. Check must be made payable to *New York Teacher* and mailed with copy to *New York Teacher*, 800 Troy-Schenectady Road, Latham, NY 12110-2455, Attn: Classified Ads.

Ads accepted with credit card must have card number, expiration date, security code, name, address and phone number of card holder.

Fax to: (518) 213-6415 or e-mail to sallen@nysutmail.org.

We regret we cannot provide tear sheets to classified or display advertisers.

1. PAYMENTS

Payment with order is required at publisher's option on all advertising. Publisher reserves the right to refuse to run advertising when advance payment has not been received as requested.

2. ADVERTISING AGENCIES

Only digital documents (PDF, JPG, EPS, or TIFF) provided on CD or sent via e-mail will be accepted from advertising agencies. We offer a 15% commission to recognized advertising agencies. Ad reservations must be placed through the agency on an agency purchase order or letterhead.

3. CONTRACT AND COPY PROVISIONS

The publisher shall not be bound by any conditions, printed or otherwise, appearing on order blanks, in agency forms, with copy instructions or which otherwise conflict with the provisions of this rate information.

All orders are accepted subject to acts of nature, fire, strikes, accidents or other occurrences beyond the publisher's control which prevent the publisher from partially or completely producing, publishing or distributing *New York Teacher* or *New York Teacher/City Edition*.

All position stipulations appearing on orders will be treated as requests unless guaranteed in writing by the publisher. All advertisements are accepted and published entirely upon the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will fully indemnify and save the publisher and *New York Teacher* or *New York Teacher/City Edition* harmless from and against any judgments, costs, expenses or disbursements incurred by reason of claims or suits of libel, violation of right of privacy, plagiarism, copyright infringement or any other claims or suits based upon content or subject matter of such advertisement.

4. POSITION

Ad position may be requested, but not guaranteed.

5. CANCELLATIONS

Cancellations must be received in writing on or before deadline date.

6. RESTRICTIONS

The publisher reserves the right to reject advertising not in keeping with the character and policies of either the union, *New York Teacher* or *New York Teacher/City Edition*. Advertisers, their products and services must meet standards of serving well the interests of the members. Advertisers may not discriminate in terms of race, sex, religion, age or national origin. Political ads are not accepted. Ads from membership organizations are not accepted. Alcohol, tobacco and firearm ads are not accepted.

7. ISSUANCE

Issued bi-weekly: September through June.

8. SUBSCRIPTION INFORMATION

\$12 yearly from September to June.

Send check or money order to *New York Teacher*, 800 Troy-Schenectady Road, Latham, NY 12110-2455. Attn: Subscriptions.