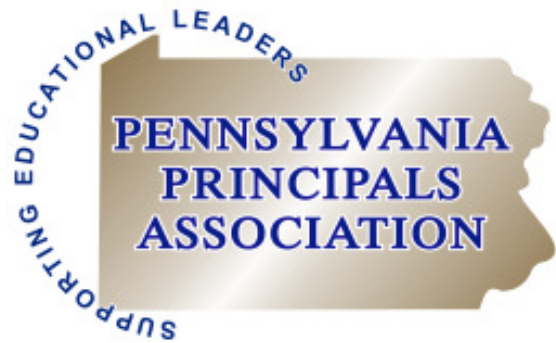


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## Multiple Issue Discounts

- n Run your full-page ad in two consecutive issues (**\$800 per issue**) of the *PA Administrator* - receive a full-page ad for **\$400** in the *Advisory* e-newsletter. (A savings of \$200)
- n Full-page ads - inside back cover - in two of the three issues of the *PA Administrator* - **\$1,550**. (A savings of \$200)
- n Full-page ads in all three issues of the *PA Administrator* - **\$2,000**. (A savings of \$400)
- n Full-page ad in the *PA Administrator* and full-page ad in the *Advisory* e-newsletter - **\$1,200**. (A savings of \$200)
- n Half-page ad in *PA Administrator* and half-page ad in the *Advisory* e-newsletter - **\$750**. (A savings of \$150)
- n Two full-page ads in the *Advisory* e-newsletter - any two issues - **\$1,000**. (A savings of \$200)

# Pennsylvania Principals Association Advertising Rates & Specifications



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*The publisher reserves the right to reject any advertisement not in keeping with the publication's standards. Advertisers and advertising agencies assume liability for all content of the printed advertisement and for any claims arising therefrom made against the publisher. The Pennsylvania Principals Association reserves the right to cancel an advertisement due to non-payment.*

*All advertising is billed upon publication. A copy of the publication will accompany all invoices. Publication deadlines can be found at [www.paprincipals.org](http://www.paprincipals.org) under the Publications tab.*

**PA Principals Association**  
**122 Valley Road**  
**P.O. Box 39**  
**Summerdale, PA 17093**  
**(717) 732-4999 (Phone)**  
**(717) 732-4890 (Fax)**  
**[www.paprincipals.org](http://www.paprincipals.org)**

***Serving Principals,  
Assistant Principals  
and Other Educational Leaders***  
***Affiliated with NAESP and NASSP***

## **PA Principals Association Publications**

### ***The Advisory***

An electronic newsletter published six times a year in February; March/April; June/July; August; October; and November/December. The publication focuses on various state-level legislative, regulatory and educational issues. It is distributed electronically to all association members (approximately 3,900 on distribution list).

### ***The Pennsylvania Administrator***

An award-winning, professional, educational magazine is published three times a year in February, May and September. It is the association's only printed member publication that includes advertising. The approximate deadlines for advertisements are December 1 for the February issue; March 15 for the May issue; and July 1 for the September issue. It is distributed to all members, as well as state-level educational organizations, deans of administrative preparation programs and related institutions - 4,000 mailing list.

### **Ad Rates:**

#### **Advisory** - Color

Full-page	\$600
Half-page	\$400

#### **PA Administrator** - Color

Full-page	\$800
Half-page	\$500

#### **PA Administrator** - Special Position-Color

Back Cover, 1/2-page	\$700
Inside Back Cover, Full-page	\$875
Inside Front Cover, Full-page	\$875

***Multiple Issue Discounts Available.  
See Back Page.***

All ads should be provided as an electronic file (as a .PDF, TIFF or JPEG file). All advertisers will be billed an additional \$75 for any typesetting, layout, editing or printer's charges incurred by the PA Principals Association in the preparation of any advertisement that is not camera-ready (i.e., ads that require copy, photo or artwork changes). Advertisers must complete and return an ad insertion order to reserve the ad space in advance. Contact *Sheri Thompson* at (717) 732-4999 or [sherit@papprincipals.org](mailto:sherit@papprincipals.org).

**Ad sizes include:** Full page - no bleeds - 8 ¼ (wide) x 10 ¾ (high); and half page 8 ¼ (wide) x 5 ¼ (high).

**\* All ads are horizontal; no vertical ads.**