AMERICAN MONTESSORI SOCIETY
education that transforms lives

Montessori Life

2013 Advertising Rate Card

To advertise in *Montessori Life*, please contact Michele Eldon, Director of Advertising, at 718-230-4753 or at michele@amshq.org.

BLACK & WHITE RATES

INSTITUTIONAL (schools, education programs)

Size	1X	2X	3X	4X
Full page	$1155	$1080	$1024	$940
2/3 page	910	865	810	725
1/2 page	715	670	615	560
1/3 page	525	500	475	420
1/6 page	340	320	300	275
Inside Front Cover	1745	1610	1475	1345
Inside Back Cover	1610	1475	1350	1220

PRODUCT / CORPORATE

Size	1X	2X	3X	4X
Full page	$1650	$1555	$1500	$1420
2/3 page	1345	1275	1240	1180
1/2 page	985	930	905	845
1/3 page	760	725	705	660
1/6 page	555	525	500	480
Inside Front Cover	2385	2240	2135	1920
Inside Back Cover	2245	2100	1960	1815

COLOR RATES

INSTITUTIONAL (schools, education programs)

Size	1X	2X	3X	4X
Full page	$1735	1610	1525	1405
2/3 page	1365	1295	1215	1090
1/2 page	1060	1005	930	835
1/3 page	775	740	705	620
1/6 page	510	475	440	410
Inside Front Cover	2615	2405	2220	2015
Inside Back Cover	2405	2220	2015	1820

PRODUCT / CORPORATE

Size	1X	2X	3X	4X
Full page	$2475	2335	2260	2125
2/3 page	2010	1920	1860	1765
1/2 page	1480	1395	1350	1255
1/3 page	1145	1090	1050	1005
1/6 page	835	775	740	710
Inside Front Cover	3570	3360	3205	2875
Inside Back Cover	3435	3140	2935	2720

DISCOUNT: Members, 5%

ISSUES & CLOSING DATES

ISSUE	PUBLICATION DATE	DISPLAY AD DEADLINE	CLASSIFIED AD DEADLINE
Spring 2013	March	November 15, 2012	December 1, 2012
Summer 2013	June	February 15, 2013	March 1, 2013
Fall 2013	September	May 15, 2013	June 1, 2013
Winter 2013	December	August 15, 2013	September 1, 2013

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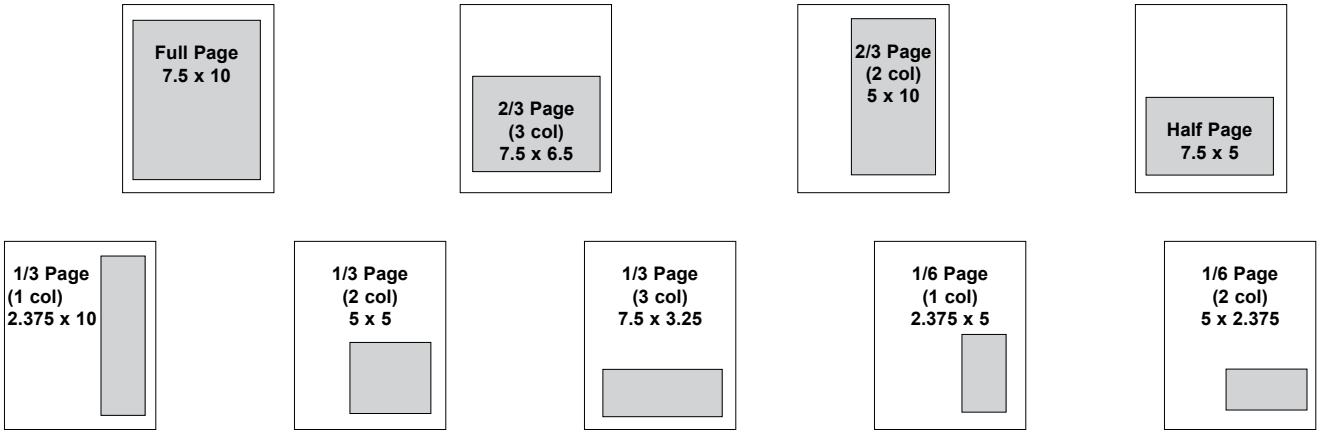
AD SIZES AND DIMENSIONS



CLASSIFIED AD RATES

Classified ad rates are calculated at $10 per line (46 characters per line, including spaces and punctuation).
E-mail classified ad text to michele@amshq.org for a price quote.

POLICIES

The publisher reserves the right to refuse any advertising.

CONTENT: AMS reserves the right to approve all copy and will not accept ads for liquor, tobacco, violent toys, sexually explicit items, or other products in conflict with AMS policies.

COMP COPY: Non-member advertisers receive one copy of the issue in which their display ad appears. Proofs are sent only upon special request.

AMS policy requires that advertisers for teacher education programs be AMS full affiliates at the time of contracting. The advertiser must maintain the required affiliation during the contract period.

AMS members receive a 5% discount on rates.

BILLING: Except for current advertisers who are paid up to date, a deposit of no less than cost of the first insertion must be sent with an insertion order. The remainder of the contract will be billed quarterly from the AMS office.

CHARGES for the following will be billed to the advertiser at cost: ads that require typesetting/layout; ads requiring resetting to conform to *Montessori Life* graphics standards; proofs required due to change.

“SHORT RATES”: An advertiser not fulfilling/completing the contract is subject to “short rates” payable to AMS before the end of the contract period (starts with Winter issue, ends with Fall). Cancellation must be in writing and arrive prior to the published space deadline for the issue(s) involved.

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Editorial

EDITORIAL MISSION

Montessori Life is published quarterly by the American Montessori Society. AMS provides leadership and inspiration to support Montessori as a significant voice in education.

Through this award-winning publication, AMS hopes to provoke thought, promote professional development, and provide a forum for discussion of issues and ideas in the education field.

Professionals in the education community look to ***Montessori Life*** for inspiration in developing their school and classroom environments.

EDITORIAL AWARD

Winner of the Association of Educational Publishers 2008 Distinguished Achievement Award for the commemorative issue, celebrating the centennial of Montessori education.
Volume 19, Issue 1, 2007

CIRCULATION

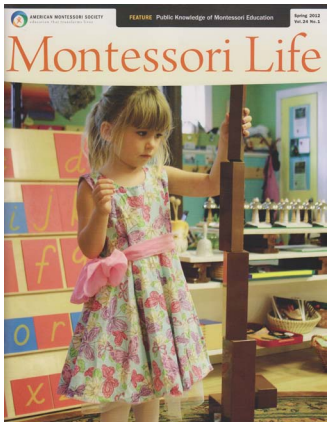
Montessori Life is distributed to over 13,000 AMS members. Reaching the influential decision makers within the education community including teachers, heads of schools, school librarians, administrators, and teacher educators.

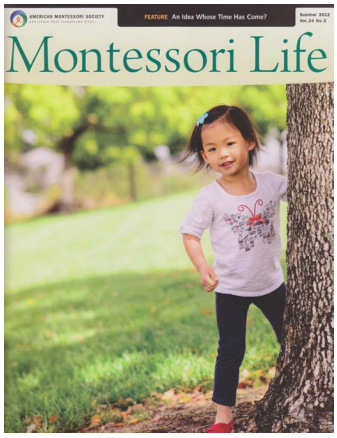
Average number of readers per copy 2.9
Total readership 37,700

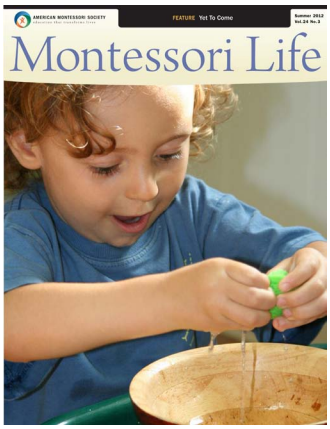
AMS members rate *Montessori Life* the #1 member benefit

EDITORIAL CALENDAR

ISSUE	PUBLICATION DATE
Spring	March
Summer	June
Fall	September
Winter	December







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Montessori Life Reader Survey

ABOUT THE SURVEY

AMS conducted an online survey among *Montessori Life.*readers
who are involved in making school purchasing decisions.
92% of respondents make purchasing decisions for classroom materials

READERSHIP

Montessori Life is distributed to over 13,000 members of the American Montessori Society.
Montessori Life reaches the influencers within the Montessori education community
including heads of schools, teachers, and teacher educators, as well as involved parents

With an average of 2.9 readers-per-copy *Montessori Life* delivers
a highly targeted audience of over 37,700 educators.

SURVEY RESPONDENTS

60% Teachers
24% Heads of Schools
8% Directors
4% Other Administrators
3% Teacher Educators
1% Other

82% Independent Schools
14% Public Schools
5% Other (Charter School, Retired, etc.)

A HIGHLY INVOLVED AUDIENCE

The majority of the ***Montessori Life*** audience reads every issue of the magazine.

75% Read at least 3 out of the last 4 issues

60% Read all 4 of the last 4 issues

And they read many of the features and sections

86% Teachers section
69% Spotlight feature
53% Peace section
48% Families section

41% Heads of Schools section
35% Book Reviews
35% Last Laugh
30% Letters from Editors, AMS Exec Staff

Source: 2007 Montessori Life Reader Survey

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Montessori Life Reader Survey

MONTESSORI LIFE IS A RESOURCE FOR PURCHASE DECISIONS

75% find the **advertisements** in *Montessori Life* a good resource for classroom material purchases

RESPONDENTS PURCHASE CLASSROOM MATERIALS

62% have a budget of **$500+** for classroom materials per year
35% have a budget of **$1000+** for classroom materials per year

46% make purchases throughout the school year
33% make most of their purchases at the end of the school year for next year

MOST PURCHASES ARE MADE FROM CATALOGUES

75% from Catalogues
38% Online
18% at Retail Store
17% at Conferences

PURCHASING A VARIETY OF CLASSROOM MATERIALS

94% purchase Montessori materials
82% purchase books
68% purchase art supplies
57% purchase non-Montessori materials
54% purchase furniture
40% purchase pets and pet supplies

50% purchased **20 or more** books in the past year

Source: 2007 Montessori Life Reader Survey

American Montessori Society 116 East 16 Street, New York, NY 10003 P: (212) 358-1250 · F: (212) 358-1256 E: ams@amshq.org

REQUIREMENTS AND SPECIFICATIONS
PAGE SIZE: 8 ½ x 11inches (trim size)
BLEEDS: Optional (add 4 picas to ad on bleed side)
BINDING: Saddle-stitched(min. 2-wire)
Insert specs upon request (at cost)
PRINTING: 4-color offset
PAGE FORMAT: 3-column

SUBMIT TO: Michele@amshq.org

AD REQUIREMENTS
*4-color process CMYK, Mac format only. No Pantone/PMS or RGB colors.

* Images should be 300ppi saved as Tiff or EPS. No JPEG images.

*** Ads are most preferred submitted in PDF format (Adobe Acrobat). Adobe Photoshop, Adobe Illustrator, and Quark Express are also acceptable.**

a) Ads Submitted as PDFs (Most preferred)
Create document to the size of the ad. Make sure all fonts are embedded, all colors converted to CMYK, and overprinting is turned OFF.

b) Ads Submitted using Adobe Photoshop
Should be at 100% of usage size and 300ppi resolution. Please create your document to the size of the ad—upsizing an ad from a smaller dimension or lower resolution will result in pixellation. Flatten the document and select EPS as your choice for output. Do not save your document using Photoshop's PDF writer.

c) Ads Submitted using Adobe Illustrator
Create your document to the size of the ad. Please remember to convert all of your type to outlines and embed or include all "placed" graphics and fonts. Delete all unused colors, convert all spot colors to CMYK, and save as an EPS. Make sure overprinting is turned OFF.

d)Ads Submitted using Quark Express
Create your document to the size of the ad. All images must be 300ppi, CMYK and placed at 100%. Please delete any unused colors and convert spot colors to CMYK values. Make sure overprinting is turned OFF. Collect all files for output, supply fonts, place all files into one folder and compress (see below).

If files are sent by e-mail, it is wise to compress all files. Fonts must be compressed to ensure uncorrupted files. PDF files are safe to send because the fonts are embedded. A good non-loss compression program for use is "Stuffit" (http://www.stuffit.com/mac/index.html).

Proofs are sent only upon special request, and for a $75 fee.

2013 MONTESSORI LIFE
ADVERTISING AGREEMENT

[Please print]

ADVERTISER NAME_____

STREET

ADDRESS_____

CITY_____STATE ZIP_____

AUTHORIZED CONTACT_____

TEL (____) _____FAX (____) _____

EMAIL_____

AGENCY (if any)_____

STREET

ADDRESS_____

CITY_____ STATE_____ZIP_____

CONTACT NAME_____

TEL (____) _____FAX (____) _____

EMAIL_____

Teacher education program advertisers must be AMS full affiliates at the time of contracting. The advertiser must maintain the required affiliation during the contract period. Member # _____

PAYMENT:

☐Please charge the below credit card for each ad when the issue is published

☐Please send an invoice for each ad when the issue is published

New Advertisers: Payment for 1st Insertion required at time Agreement is returned

SIGNATURE & TITLE, AUTHORIZED AGENT _____ DATE_____

For Payment via check:

Enclosed is Ck#_____ in the amount of $_____drawn on a US Bank in US Dollars made payable to American Montessori Society.

For Payment via credit card:

Please charge $_____ to my ____Master Card _____ Visa _____Discover

Card #_____ V-Code found on back of card _____

Name on Credit Card_____ Exp Date_____

AD MATERIALS: ☐ USE PREVIOUS AD ☐ NEW AD (EMAIL to michele@amshq.org)

WEBSITE OFFER: WEB ADDRESS LISTING WITH HYPERLINK FREE-OF-CHARGE ON THE AMS WEBSITE

☐YES! PLEASE PUBLISH OUR WEB LINK ☐NO THANKS, DO NOT INCLUDE OUR WEB LINK

AD FORMATTING:

PDF format preferred (Adobe Acrobat) with fonts embedded

MAC format Adobe Photoshop, Illustrator and Quark 4,5,or 6 files are also acceptable.

Submit via CD, or Email to Michele Eldon, michele@amshq.org,

Questions should be directed to michele@amshq.org

REQUIREMENTS AND SPECIFICATIONS

PAGE SIZE: 8 1/2 x 11 (trim size)

BLEEDS: Optional, see rate card for specs

BINDING: Saddle-stitched (min. 2-wire)

Insert specs upon request (at cost)

PRINTING: 4-color offset

PAGE FORMAT: 3-colum

AD SIZE:

☐Full-Page

☐ 2/3: ☐ 2-Col ☐ 3-Col

☐ 1/2

☐ 1/3: ☐ 1-Col ☐ 2-Col ☐ 3-Col

☐ 1/6: ☐ 1-Col ☐ 2-Col

COLOR: ☐ Full-Color CMYK ☐ black & white

ADVERTISING DEADLINES & ISSUE DATES

	Deadline	Publication
☐ Spring 2013	Nov. 15	March
☐ Summer 2013	Feb. 15	June
☐ Fall 2013	May 15	September
☐ Winter 2013	Aug. 15	December

PLEASE RETURN ADVERTISING AGREEMENT TO JOAN LARACUENTE,
AMERICAN MONTESSORI SOCIETY, 116 EAST 16 STREET, NEW YORK, NY 10003
212-358-1256 (FAX)