

# Montessori Life

## 2014 Advertising Rate Card

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

### BLACK & WHITE RATES

#### INSTITUTIONAL (schools, education programs)

Size	1X	2X	3X	4X
Full page	\$1215	\$1135	\$1075	\$985
2/3 page	955	910	850	760
1/2 page	750	705	645	590
1/3 page	550	525	500	440
1/6 page	355	335	315	290
Inside Front Cover	1830	1690	1550	1410
Inside Back Cover	1690	1550	1420	1280

#### PRODUCT / CORPORATE

Size	1X	2X	3X	4X
Full page	\$1735	\$1635	\$1575	\$1490
2/3 page	1410	1340	1300	1240
1/2 page	1035	975	950	890
1/3 page	800	760	740	695
1/6 page	585	550	525	505
Inside Front Cover	2500	2350	2240	2015
Inside Back Cover	2355	2200	2060	1900

### COLOR RATES

#### INSTITUTIONAL (schools, education programs)

Size	1X	2X	3X	4X
Full page	\$1820	1690	1600	1475
2/3 page	1435	1360	1275	1145
1/2 page	1115	1055	975	875
1/3 page	815	780	740	650
1/6 page	535	500	460	430
Inside Front Cover	2745	2525	2330	2115
Inside Back Cover	2525	2330	2115	1910

#### PRODUCT / CORPORATE

Size	1X	2X	3X	4X
Full page	\$2600	2450	2375	2230
2/3 page	2110	2015	1955	1855
1/2 page	1555	1465	1420	1320
1/3 page	1200	1145	1105	1055
1/6 page	875	815	775	745
Inside Front Cover	3750	3530	3365	3020
Inside Back Cover	3600	3295	3080	2855

DISCOUNT: Members, 5%

### ISSUES & CLOSING DATES

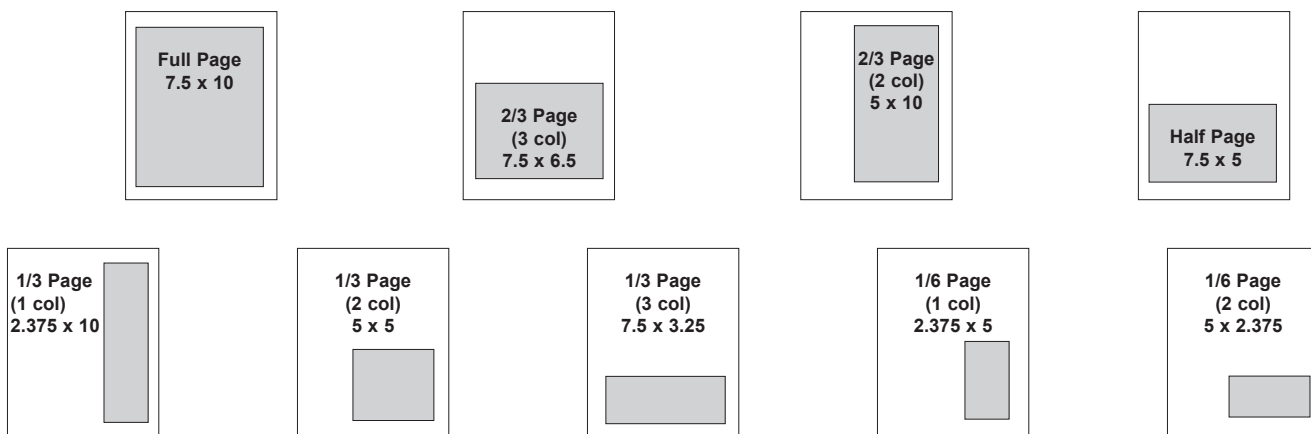
ISSUE	PUBLICATION DATE	DISPLAY AD DEADLINE
Spring 2014	March	November 15, 2013
Summer 2014	June	February 15, 2014
Fall 2014	September	May 15, 2014
Winter 2014	December	August 15, 2014

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### AD SIZES AND DIMENSIONS



### 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.

**2014 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 1<sup>st</sup> 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](mailto: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](mailto:michele@amshq.org),

Questions should be directed to [michele@amshq.org](mailto: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-column

**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

**ADVERTISING DEADLINES & ISSUE DATES**

	Deadline	Publication
<input type="checkbox"/> Spring 2014	Nov. 15	March
<input type="checkbox"/> Summer 2014	Feb. 15	June
<input type="checkbox"/> Fall 2014	May 15	September
<input type="checkbox"/> Winter 2014	Aug. 15	December

**COLOR:**  Full-Color CMYK  black & white

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