



The International Dyslexia Association--2007

Perspectives on Language and Literacy Advertising Insertion Order

YOUR INFORMATION:

ORGANIZATION: _____ CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____ E-MAIL: _____

ISSUES AD IS TO APPEAR: Winter Spring Summer Fall Winter 2008

AD SIZE ORDERED: Full Page Half Quarter Classified

METHOD OF PAYMENT: Visa MasterCard American Express Discover Check

Credit Card #: _____ Expiration Date: _____

Signature: _____

PUBLICATION SCHEDULE: (Circulation is about 15,000)

<u>Issue</u>	<u>Deadline for Copy</u>	<u>Mailing Dates</u>
Winter	December 1 st	January 20 th
Spring	March 1 st	April 20 th
Summer	June 1 st	July 20 th
Fall	September 1 st	October 10 th

ADVERTISING RATES:

<i>Ad Size (black-and-white)</i>	<i>1X per year (Cost per issue)</i>	<i>2X per year (Cost per issue)</i>	<i>4X per year (Cost per issue)</i>	<i>Dimensions</i>
Full Page	\$800	\$725	\$650	7 ½" x 10"
Half Page	\$525	\$475	\$425	7 ½" x 5"
Quarter Page	\$425	\$375	\$325	3 ¾" x 5"v
Classified (Ad-rates based on 35 words of straight text.)	\$75	\$ 65	\$ 50	Maximum of 75 words—each word over 35 words is \$0.75.

*Add \$695 to the above listed black & white ad rates 4-color process. Call for details.

<i>Premium Positions: (four color)</i>	<i>Prices</i>
Inside front-cover—full page (7 ½" x 10")	\$1,495
Inside back cover—full page (7 ½" x 10")	\$1,395
Back cover—half page—top of page (7 ½" x 5")	\$1,245

* Repeat advertising copy qualifies for a 10% discount from the above rates.

Perspectives on Language and Literacy accepts showcase and classified advertising for open positions, publications, tapes, and related instructional material. Classified ad listings should be sent as a text file.

Specifications: Electronic files are preferred for showcase ads, however discs containing ads or camera-ready copy can be submitted. Acceptable formats include PDF (300 dpi and all fonts embedded), EPS (create outlines for all fonts and include or embed graphics), JPEG, or TIFF. All images should be 300 dots per inch dpi at actual size (100%), with the exception of logos and line art, which should be 1200 dpi.

Send ad and make checks payable to: The International Dyslexia Association (IDA), Attn: Diane Nies; 40 York Road, 4th floor, Baltimore, MD 21204; Phone: (410) 296-0232 (Diane Nies, ext. 408); Fax (410) 321-5069; Email: dnies@interdys.org

*The editor of *Perspectives on Language and Literacy* reserves the right to reject advertising in this publication. If your ad is not considered appropriate for publication, your check will be returned (or reimbursed).