

Advertising is as Easy as 1-2-3 with CEC.

1. Review the current Marketing Tool Kit.
2. Complete the insertion orders on the following pages.
3. Fax them to (703) 243-0410.

How easy is that? Questions?
Call or e-mail us for more information.



**Council for
Exceptional
Children**

**1110 North Glebe Road
Suite 300
Arlington, VA 22201-5704**

**Phone: (703) 620-3660
Toll Free (in U.S.): (888) 232-7733
Fax: (703) 243-0410**

CONTACT

Victor Erickson
Director, Exhibits and Sales
(703) 264-9454
victore@cec.sped.org

Amy Durkin
Exhibits and Advertising Manager
(703) 264-9447
amyd@cec.sped.org



TEACHING EXCEPTIONAL CHILDREN INSERTION ORDER

Advertising Company Name _____

Contact Name _____

Agency Name (if applicable) _____

Address/Suite # (Please note: This is where CEC will mail the invoice and tearsheet. Please indicate if the bill to address is different.) _____

City / State / ZIP _____

Phone _____

E-mail _____

Ad title(s) _____

Ad Size

- Full page
- 2/3 Page vertical
- 1/2 Page horizontal
- 1/3 Page vertical
- 1/3 Page square
- Classified ad (# of lines: _____)

Placement

- Run of book
- Cover 2
- Cover 3
- Cover 4

Color

- B/W
- 4-Color

Issues

- Jan./Feb. 2009, Issue 41-3
- Mar./Apr. 2009, Issue 41-4
- May/June 2009, Issue 41-5
- July/Aug. 2009, Issue 41-6
- Sept./Oct. 2009, Issue 42-1
- Nov./Dec. 2009, Issue 42-2
- Jan./Feb. 2010, Issue 42-3
- Mar./Apr. 2010, Issue 42-4
- May/June 2010, Issue 42-5
- July/Aug. 2010, Issue 42-6

Frequency

- 1 issue
- 3 issues
- 6 issues
- other: _____

Does your Ad bleed around the edges?

See specs for more info.

- Yes
- No

Rate Calculation (see page 4 for more info.)

Base rate: \$ _____

Frequency: # issues _____

Total due: \$ _____

Special Instructions

Please note any pick-ups, size changes, or other special instructions here:

Advertiser Signature: _____

Date: _____

Please return form to:

CEC, Attn: Advertising

1110 North Glebe Road, Suite 300

Arlington, VA 22201-5704

Phone: (888) 232-7733

Fax: (703) 243-0410

Questions?

Victor Erickson

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Amy Durkin

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amyd@cec.sped.org

FOR CEC USE ONLY

Date Received: _____

Company ID: _____

Agency Discount: _____

Artwork Received? _____

Artwork Received Date: _____





EXCEPTIONAL CHILDREN INSERTION ORDER

Advertising Company Name

Contact Name

Agency Name (if applicable)

Address/Suite # (Please note: This is where CEC will mail the invoice and tearsheet. Please indicate if the bill to address is different.)

City / State / ZIP

Phone

E-mail

Ad title(s)

Ad Size

- Full page
- 1/2 Page horizontal
- 1/2 Page vertical
- 1/4 Page vertical
- Classified ad (# of lines: _____)

Placement

- Run of book
- Cover 2
- Cover 3

Issues

- Spring 2009, Issue 75-3
- Summer 2009, Issue 75-4
- Fall 2009, Issue 76-1
- Winter 2010, Issue 76-2
- Spring 2010, Issue 76-3
- Summer 2010, Issue 76-4

Frequency

- 1 issue
- 2 issues
- 4 issues
- other: _____

Rate Calculation (see page 5 for more info.)

Base rate: \$ _____
 Frequency: # issues _____
 Total due: \$ _____

Special Instructions

Please note any pick-ups, size changes, or other special instructions here:

Does your ad bleed around the edges? See specs for more info. Yes No

Advertiser Signature: _____ Date: _____

Please return form to:

CEC, Attn: Advertising
 1110 North Glebe Road, Suite 300
 Arlington, VA 22201-5704
 Phone: (888) 232-7733
 Fax: (703) 243-0410

Questions?

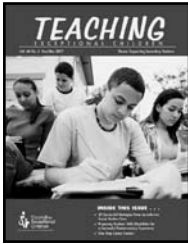
Victor Erickson
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 amy@cec.sped.org

FOR CEC USE ONLY

Date Received: _____
 Company ID: _____
 Agency Discount: _____
 Artwork Received? _____
 Artwork Received Date: _____





TEACHING EXCEPTIONAL CHILDREN Advertising Rates

FULL COLOR

Size	1x	3x	6x
Full Page	\$3,311	\$3,066	\$2,763
2/3 Page	\$2,928	\$2,567	\$2,371
1/2 Page	\$2,418	\$2,218	\$1,963
1/3 Page	\$1,992	\$1,767	\$1,563
Covers (2, 3, or 4)	\$4,261	\$4,016	\$3,713

BLACK & WHITE

Size	1x	3x	6x
Full Page	\$2,465	\$2,606	\$2,348
2/3 Page	\$2,083	\$2,182	\$2,015
1/2 Page	\$1,573	\$1,885	\$1,668
1/3 Page	\$1,147	\$1,502	\$1,328
Covers (2, 3, or 4)	\$3,273	\$3,066	\$2,797
Classified Rates	\$20 per line, 12 line minimum		

Specifications:

Size	Width x Height
Trim size:	8.25" x 10.875"
Bleed size:	8.5" x 11.125" (1/4" bleed) (Off Set Crops: 9 pts)
Full page (no bleed):	7" x 9.5"
2/3 vertical:	4.5" x 9.5"
1/2 horizontal:	7" x 4.67"
1/3 vertical:	2.125" x 9.5"
1/3 square:	4.5" x 4.5"

TEC File Formats

Final file formats should be jpg, tiff, or pdf, saved in a high-resolution file of 300 dpi or greater. Please supply the application file with all fonts embedded or supplied, **CMYK**. Be sure to include a print proof as well.



EXCEPTIONAL CHILDREN Advertising Rates

BLACK & WHITE

Size	1x	2x	4x
Full Page	\$2,480	\$2,189	\$1,769
1/2 Page	\$1,680	\$1,390	\$1,179
1/4 Page	\$1,100	\$979	\$773
Covers (2 or 3)	\$3,350	\$3,059	\$2,639
Classified Rates	\$24 per line, 12 line minimum		

Specifications:

Size	Width x Height
Trim size:	6.875" x 10"
Bleed size:	7.125" x 10.25" (1/4" bleed)
Full Page (no bleed):	5.5" x 8.33"
1/2 Page horizontal:	5.5" x 4"
1/2 Page vertical:	2.67" x 8.33"
1/4 Page:	2.67" x 4"

EC File Formats

Final file formats should be jpg, tiff, or pdf, saved in a high-resolution file of 300 dpi or greater. Please supply the application file with all fonts embedded or supplied, **in black or grayscale only**. Be sure to include a print proof as well.



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Exceptional
Children

The voice and vision of special education