



# Advertising Media Guide 2011-2012

Convention

The Reading Teacher

[www.reading.org](http://www.reading.org)

Reading Today

**MAKE SURE  
YOU ARE SEEN**

Journal of Adolescent & Adult Literacy

Reading Research Quarterly

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Maximize your reach with the International Reading Association!

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# TARGET your advertising to the most INFLUENTIAL educational PURCHASERS

Professionals look to IRA for the latest updates in literacy education.  
By advertising with IRA, you REACH:

- Classroom Teachers
- Reading Specialists
- Researchers
- Higher Education Faculty
- Administrators
- Librarians
- Tutors
- Education Students
- Consultants
- Parents

## ABOUT IRA

Since 1956, IRA has been a nonprofit, global network of individuals and institutions committed to worldwide literacy. More than 60,000 members strong, the Association supports literacy professionals through a wide range of resources, advocacy efforts, volunteerism, and professional development activities. Our members promote high levels of literacy for all by:

- Improving the quality of reading instruction
- Disseminating research and information about reading
- Encouraging the lifetime reading habit

## MISSION STATEMENT

The mission of the International Reading Association is to promote reading by continuously advancing the quality of literacy instruction and research worldwide.



# Convention **ADVERTISING** and **SPONSORSHIP**

57th Annual IRA Convention, Chicago • April 29–May 1, 2012

## WHY ADVERTISE WITH THE 2012 IRA CONVENTION?

- Gather qualified leads all year round
- Expose products to thousands of decision makers
- Increase brand awareness

Generate qualified leads all year long through the leading professional development event for literacy educators. Educators flock to IRA's annual convention eager to take advantage of our professional development offerings, check out the newest instructional products and programs, and do business with exhibitors.

For more information about 2012 Convention Sponsorship, **contact Jane Conway: 302-731-1600; [jconway@reading.org](mailto:jconway@reading.org)**

## CONVENTION ATTENDEE PROFILE

### Who are IRA attendees?

Classroom teachers, reading specialists, college/university administrators and faculty, and school administrators and supervisors

- **73%** participate in budget management
- **73%** involved in purchasing at the school level and 51% at the district level
- Attendees average **4+ hours** in the exhibit hall learning about products and making purchases

### What do attendees purchase?

- Books, classroom materials, and resources
- Core curriculum, professional development, and reading/language arts materials
- Computer software and educational games

**Read more about IRA's annual convention at [www.iraconvention.org](http://www.iraconvention.org)**

# IRAConvention.org

57th Annual IRA Convention, Chicago • April 29–May 1, 2012

IRAConvention.org offers new and exciting advertising opportunities for the 2012 Convention.

The site is continually updated as new information about the convention becomes available keeping attendees and prospects coming back again and again.

**Launch Date:** August 24, 2011

**Website Details:** 500,000 impressions

## ONLINE AD RATES

Button Ad  
190 X 190

| 1x      | 3x      | 6x      |
|---------|---------|---------|
| \$1,750 | \$1,500 | \$1,250 |

### FORMAT:

JPEG, GIF or SWF file, use RGB color model. Minimum 72 pixels per inch. Flash or animation files accepted. Submit ad to [advertising@reading.org](mailto:advertising@reading.org)

**For guaranteed space on the IRAConvention.org homepage, please add 20% to your total above**

# CONVENTION e-mails

## 2012 CONVENTION E-NEWSLETTERS

The IRA Convention e-newsletter campaign consists of monthly e-mail blasts in 2011 and 2012 to over 205,000 IRA member and non-member literacy professionals.

**Circulation:** Over 200,000

**Frequency:** Monthly

**Average Open Rate:** 14%

**Audience:** All International Reading Association member and non-member literacy professionals including key decision makers.

### Horizontal Top Banner

529 x 90

\$1,500 net per newsletter

### Button Ad

190 x 190

\$900 net per newsletter

**Text Ad** (horizontal banner placed within the editorial content of the newsletter)

529 x 90

\$1,350 net per newsletter

### FORMAT:

JPEG or GIF, use RGB color model.

Minimum 72 pixels per inch.

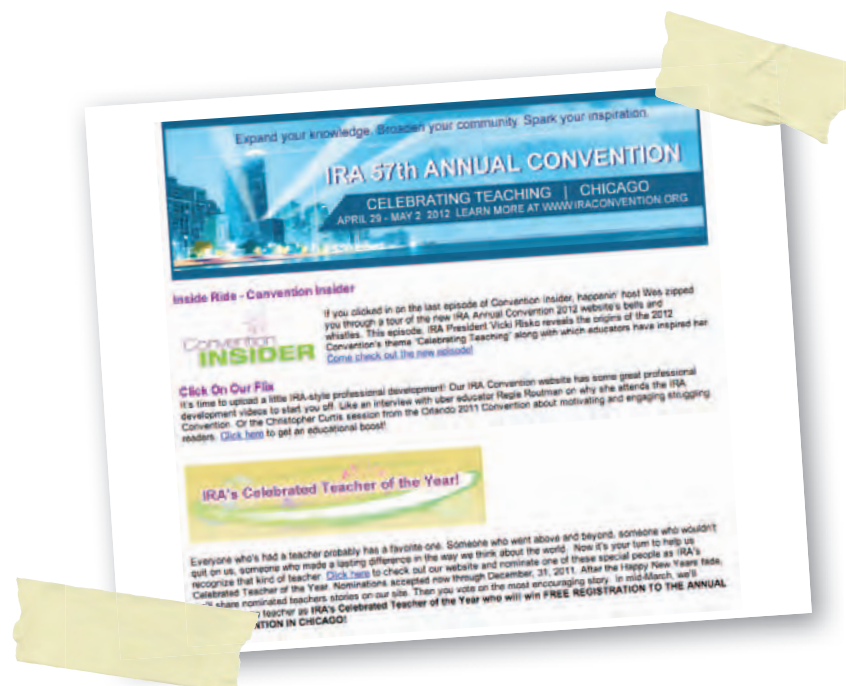
No flash or animation files accepted.

## FOR MORE INFORMATION AND TO MAKE RESERVATIONS, CONTACT:

Rachel Krall  
Advertising & Sales Account

Representative  
302-731-6967  
rkrall@reading.org

Megan Kradzinski  
Advertising & Sales Associate  
302-731-3831  
mkradzinski@reading.org



Submit ad to [advertising@reading.org](mailto:advertising@reading.org)



## Convention **TALK SHOW** COMMERCIALS

**GET YOUR MESSAGE OUT IN AN INNOVATIVE WAY!**

Each month, a new episode of **Convention Insider** will present the latest convention updates as well as feature key authors and presenters in an engaging talk show format.

Take the opportunity to advertise your brand in one of our commercial segments!

15 second spot: \$5,000

30 second spot: \$8,000

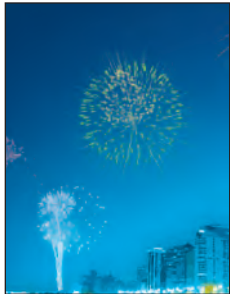
Shows will be archived on our convention website, as well as on IRA's YouTube channel, providing your spot visibility all the way through Convention 2012.



**Convention Insider** is your all-access pass to the 2012 IRA 57th Annual Convention in Chicago

**Check out the latest episode of Convention Insider here!**

# Convention PREVIEW



Generate pre-show excitement with an ad in the 2012 IRA Convention Preview.

One of the convention's most valued resources, the Preview provides attendees with valuable content information about the upcoming convention.

Available in both, print and online format, this year's Convention Preview advertising opportunities are certain to maximize visibility!

**90% of past convention attendees report that they use the Online Preview to gather information about the convention.**

**Online Dates:** December 2011 – August 2012

**Print Details:** 75,000

**Website Details:** 500,000 impressions

**Audience:** All IRA member and non-member literacy professionals including key decision makers

## PREVIEW RATES

### Four Color:

|             | Full page | 1/2 page | 1/4 page |
|-------------|-----------|----------|----------|
| Cover 2     | \$5,995   |          |          |
| Cover 3     | \$5,995   |          |          |
| Cover 4     | \$6,350   |          |          |
| Internal Ad | \$5,395   | \$3,190  | \$1,830  |

\*Production specifications same as *Reading Today*, [click here to view](#).

## DEADLINE

**Materials Due:** November 18, 2011

**Read more about IRA's annual convention at [www.IRAconvention.org](http://www.IRAconvention.org)**



# Convention PROGRAM

The 2012 Convention Program is a reference guide that lasts all year! Used at convention and long afterward, the Program delivers both branding and merchandising opportunities. Ads bring traffic to your exhibit onsite, and coupons give you the opportunity to drive response to your products during and after the convention.

- **Tab pages:** Enjoy premium positioning on pages that introduce key sections of the Program. Each tab has two sides available for full-page, four-color ads.
- **Inside page advertising:** Attract customers with ads about new products, exhibit hall activities, author signings, and special deals.
- Published once a year at the IRA annual convention
- Distributed on-site to all convention registrants
- **Estimated circulation:** 10,000–12,000

For more information, contact:

Jane Conway: 302-731-3829

[jconway@reading.org](mailto:jconway@reading.org)

## READERSHIP

**95%** of attendees read the Program

**78%** take action on ads and coupons in the Program

**65%** visit an advertiser's booth

**51%** keep the Program for future reference

## RATES

Effective July 1, 2011

### Four Color:

|           |         |
|-----------|---------|
| Full page | \$3,480 |
| Spread    | \$6,965 |
| 1/2 page  | \$2,390 |
| Cover 2   | \$5,180 |
| Cover 3   | \$5,180 |
| Cover 4   | \$6,310 |
| Tab       | \$4,870 |

### Black and White:

|           |         |
|-----------|---------|
| Full page | \$1,520 |
| Spread    | \$3,040 |
| 1/2 page  | \$1,070 |
| 1/4 page  | \$735   |

## DEADLINES

**Reservations Due:** December 31, 2011

**Materials Due:** January 30, 2012

# CONVENTION PROGRAM Production SPECIFICATIONS

## AD DIMENSIONS

NOTE: Bleeds accepted only on full page ads

### FULL PAGE

Trim:  
8.375" x 10.875"  
Bleed:  
8.625 x 11.125"  
Live area:  
7" x 10"

### TAB PAGE

Trim:  
8.375" x 10.875"  
Bleed:  
8.625 x 11.125"  
Live area:  
7" x 10"

### 1/2 HORIZONTAL PAGE

7" x 5"

### 1/4 PAGE

3.5" x 5"

### 2-PAGE SPREAD

Trim:  
16.75" x 10.875"  
Bleed:  
17 x 11.125"  
Live area (each page):  
7" x 10"

### FILE FORMAT:

- PDF/X-1a files plus native files required for all ads. View specifications at [www.swop.org](http://www.swop.org) or [www.adobe.com](http://www.adobe.com).
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (12pt offset).
- Only one ad per PDF document. (Submit spreads as single-page files, indicating righthand page [RHP] and left-hand page [LHP] in file names).

### DOCUMENT SETUP:

- QuarkXPress or Adobe InDesign should be used for ad layouts.
- Illustrator—outline all fonts, flatten transparencies, embed all elements (no links).

### COLOR SPACE:

- All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 240% for the darkest area of an image.
- No rich black. Ensure all text and black elements are created as 100% black only.

### PROOFS:

All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP certified contact color proof, which includes a SWOP proofing bar.

### SUBMITTING AD MATERIALS:

- E-mail a press-ready PDF to [advertising@reading.org](mailto:advertising@reading.org).
- Upload a press-ready PDF to IRA's FTP site. For instructions, send an e-mail to [advertising@reading.org](mailto:advertising@reading.org).
- Mail a press-ready PDF on a CD, along with a proof to Advertising Department, International Reading Association, 800 Barksdale Road, Newark, DE 19711-3269, USA

IRA cannot be held responsible for reproduction problems that occur as a result of incorrectly prepared files.

Read more about IRA's annual convention at [www.IRAconvention.org](http://www.IRAconvention.org)

# Additional **CONVENTION** MARKETING Opportunities

## EXHIBITS

Take advantage of opportunities for direct contact and relationship building with professionals from every area of reading education.

[Click here for information about convention exhibits](#)

## IRA COUPON BOOKLET

Due to their popularity with IRA attendees, coupons are back and in a new publication! Coupons drive traffic to your booth. The smart design fits perfectly into the badge holder so that your coupon is always within reach. A 2-sided, B & W perforated coupon can be easily be removed from the booklet for redemption.

## GUIDE TO THE STARS

This popular publication guides attendees to their favorite authors on the exhibit floor. *New this year*—an **exclusive** advertising opportunity. Draw traffic to your booth with a prominent 4-color campaign highlighting what stars and activities will be present in your booth!

For more information on Convention marketing opportunities, contact Jane Conway:  
302-731-3829, [jconway@reading.org](mailto:jconway@reading.org)

## AD DIMENSIONS

### COUPONS

Trim:  
5.5" x 4.25"  
Live area:  
4.75" x 3.75"

### GUIDE TO THE STARS

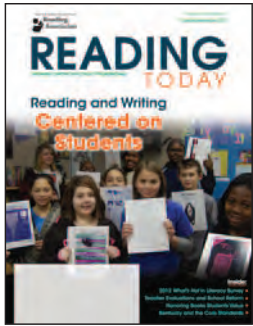
Trim: 5.5" x 8.5"  
Live area: 5" x 8"  
Bleed: 5.625" x 8.625"

## RATES

Contact Jane Conway

## DEADLINES

Materials Due: February 24, 2012



# REACH every IRA member with *Reading Today*!

By targeting all IRA members, you can be sure you'll reach these top educators. Formerly issued in newspaper format, this bimonthly magazine reaches over 60,000 subscribers and is the leading source of information for educators on trends in the classroom and resources that support instructional goals. Your ad will be positioned aside timely editorial content addressing the latest classroom, administrative, and curriculum issues.

## SPECIAL FEATURES

- October/November: "What's Hot, What's Not" in literacy education survey
- December/January: 2012 annual convention preview

Advertise on *Reading Today* online!  
Click here for more information

## READERSHIP\*

- **Level of assignment:**
  - 86% school-based
  - 64% preK-6
  - 15% middle and high school
  - 13% higher education
- **Primary profession:**
  - 60% teachers or reading specialists
  - 13% administrators/supervisors
  - 10% college/university faculty or administrators
- **Purchasing power:**

**67%** are involved in purchasing at the school level

**61%** take action on ads they see in *Reading Today*

**66%** share their copy with an average of five others

**Circulation: over 60,000**

Mails bimonthly, plus a Special Children's Book Review issue, to all IRA members and institutional subscribers.

## DISPLAY AD RATES

Effective July 1, 2011

**Four Color:**

|           | 1x      | 3x      | 6x      |
|-----------|---------|---------|---------|
| Full page | \$5,395 | \$4,850 | \$4,315 |
| 2/3 page  | \$4,065 | \$3,655 | \$3,250 |
| 1/2 page  | \$3,190 | \$2,870 | \$2,555 |
| 1/3 page  | \$2,480 | \$2,230 | \$1,985 |
| 1/4 page  | \$1,830 | \$1,645 | \$1,465 |
| Cover 2   | \$5,995 | \$5,390 | \$4,795 |
| Cover 3   | \$5,995 | \$5,390 | \$4,795 |
| Cover 4   | \$6,350 | \$5,705 | \$5,080 |

**Black and White:**

|           | 1x      | 3x      | 6x      |
|-----------|---------|---------|---------|
| Full page | \$3,570 | \$3,215 | \$2,860 |
| 2/3 page  | \$2,975 | \$2,680 | \$2,380 |
| 1/2 page  | \$2,470 | \$2,225 | \$1,980 |
| 1/3 page  | \$1,915 | \$1,725 | \$1,535 |
| 1/4 page  | \$1,475 | \$1,325 | \$1,180 |

## CLASSIFIED/ POSITION OPENING ADS

**Display position-opening ads:**  
10% off standard display rates

**Standard Classifieds:**  
Minimum 1" (approximately 40 words),  
maximum 4"

Rates are per inch:  
1x: \$200 • 3x: \$180 • 6x: \$165

Classified ads must be accompanied by payment in full—no agency discount allowed.

All copy subject to publisher's approval. Advertisers using PO box numbers must supply address and telephone number. IRA will typeset classified ads free of charge (straight line copy—no logos), or you may send press-ready copy. See IRA Advertising and Billing Policies for content guidelines. Or view them online at [www.reading.org](http://www.reading.org).

# Production SPECIFICATIONS for READING TODAY

## AD DIMENSIONS

NOTE: Bleeds accepted only on full page ads

### FULL PAGE

Trim:  
8.375" x 10.875"  
Bleed:  
8.625 x 11.125"  
Live area:  
7.375" x 9.875"

### 2/3 VERTICAL PAGE

4.875" x 9.875"

### 1/2 HORIZONTAL PAGE

7" x 4.5"

### 1/3 HORIZONTAL PAGE

7.375" x 3.175"

### 1/3 VERTICAL PAGE

2.375" x 9.875"

### 1/4 PAGE

3.25" x 4.25"  
MUST BE  
BOXED

## TRIM SIZE:

Full page 8.375" W x 10.875" H.

## PRINTING:

50# Gloss Text #5 sheet.

## SCREEN:

No additional screen settings should be applied to any image.  
Press is set at 150 lpi.

## DOCUMENT SETUP:

PDF, at least 150 dpi (including images and logos)

## FILE FORMAT:

PDF/X1a

## COLOR SPACE:

There should be no ICC profiles attached to any bitmap image. Press prints at SWOP standards.

## AD/EDITORIAL RATIO:

IRA must adhere to an established ad/editorial ratio. Ads are placed on a first-come basis, so please reserve early.

## SUBMITTING AD MATERIALS:

- E-mail a press-ready PDF to [advertising@reading.org](mailto:advertising@reading.org).
- Upload a press-ready PDF to IRA's FTP site. For instructions, send an e-mail to [advertising@reading.org](mailto:advertising@reading.org).

## For more information and to make reservations, contact:

Rachel Krall  
Advertising & Sales Account  
Representative  
302-731-6967  
[rkrall@reading.org](mailto:rkrall@reading.org)

Megan Kradzinski  
Advertising & Sales Associate  
302-731-3831  
[mkradzinski@reading.org](mailto:mkradzinski@reading.org)

## DEADLINES

| Publication Month | Reservations Due | Materials Due |
|-------------------|------------------|---------------|
| December 2011     | 10-3-2011        | 10-24-2011    |
| February 2012     | 12-1-2011        | 12-9-2011     |
| April 2012        | 2-1-2012         | 2-22-2012     |
| June 2012         | 4-2-2012         | 4-23-2012     |

[Click here for IRA Advertising and Billing Policies](#)

IRA cannot be held responsible for reproduction problems that occur as a result of incorrectly prepared files.



# The Reading Teacher

## REACH preK–6th grade teachers with the #1 journal for READING PROFESSIONALS!

Advertising in *The Reading Teacher* aligns your products and your organization with the very best in literacy education practices. More than 30,000 educators of younger children rely on *RT*'s indispensable editorial features that translate to greater value for readers. These features include: **Teacher's Toolbox** (practical tips for teaching and classroom management); **View From the Chalkboard** (essays by elementary school teachers); and **Take Action** (a tool to help teachers use article content in their classrooms).

Get more information about *The Reading Teacher* at [www.reading.org/RT](http://www.reading.org/RT).

### READERSHIP\*

- **Level of assignment:**

78% school-based

75% preK–6

6% middle and high school

12% higher education

- **Primary profession:**

63% teachers or reading specialists

16% administrators/supervisors

9% college/university faculty or administrators

- **Purchasing power:**

**64%** of readers take action on ads they see in *The Reading Teacher*

**69%** of readers are involved in purchasing at the school level

**85%** of readers share their copy with an average of five others

**Circulation: over 30,000**

Publishes 8 times per year (September–May)

### RATES

Effective July 1, 2011

#### Four Color:

|           | 1x      | 4x      | 8x      |
|-----------|---------|---------|---------|
| Full page | \$4,145 | \$3,735 | \$3,320 |
| 1/2 page  | \$2,500 | \$2,240 | \$1,985 |
| Cover 2   | \$4,505 | \$4,045 | \$3,605 |
| Cover 3   | \$4,505 | \$4,045 | \$3,605 |
| Cover 4   | \$4,765 | \$4,275 | \$3,810 |

#### Black and White:

|           | 1x      | 4x      | 8x      |
|-----------|---------|---------|---------|
| Full page | \$1,930 | \$1,750 | \$1,545 |
| 1/2 page  | \$1,210 | \$1,110 | \$980   |
| 1/4 page  | \$745   | \$670   | \$600   |

### DEADLINES

| Journal Issue         | Reservations Due | Materials Due |
|-----------------------|------------------|---------------|
| Oct 2011              | 9-6-2011         | 9-12-2011     |
| Nov 2011              | 9-22-2011        | 9-29-2011     |
| Dec 2011/<br>Jan 2012 | 10-21-2011       | 10-28-2011    |
| Feb 2012              | 12-9-2011        | 12-16-2011    |
| Mar 2012              | 1-13-2012        | 1-20-2012     |
| Apr 2012              | 2-15-2011        | 2-22-2011     |
| May 2012              | 3-14-2011        | 3-21-2011     |

**Maximize your ROI!**

Advertise on IRA's website, [click here for more information](#)



# The JOURNAL of *Adolescent & Adult Literacy* REACH educators in SECONDARY and ADULT education with this unique journal!

Target a market segment that's growing in importance and purchasing potential with a circulation of 14,000 and growing. JAAL is the only peer-reviewed professional journal to focus exclusively on literacy education for adolescents and adults. The journal provides an ideal editorial environment for products, services, and publications that support innovative, effective instruction for learners at the secondary level and beyond.

Get more information about the *Journal of Adolescent & Adult Literacy* at [www.reading.org/JAAL](http://www.reading.org/JAAL).

## READERSHIP\*

### Level of assignment:

**66%** school-based

**16%** preK-6

**45%** middle and high school

**22%** higher education

### Circulation: 14,000

Publishes 8 times per year (September-May)

\*Sources: Zeldis Research Associates—IRA member Survey, February 2009;  
IRA Monthly Member Statistics, February 2011

## RATES

Effective July 1, 2011

### Four Color:

|           | 1x      | 4x      | 8x      |
|-----------|---------|---------|---------|
| Full page | \$1,545 | \$1,390 | \$1,235 |
| 1/2 page  | \$950   | \$850   | \$745   |
| Cover 2   | \$1,700 | \$1,520 | \$1,340 |
| Cover 3   | \$1,700 | \$1,520 | \$1,340 |
| Cover 4   | \$1,830 | \$1,650 | \$3,810 |

### Black and White:

|           | 1x    | 4x    | 8x    |
|-----------|-------|-------|-------|
| Full page | \$775 | \$695 | \$620 |
| 1/2 page  | \$465 | \$440 | \$410 |
| 1/4 page  | \$335 | \$310 | \$285 |

## DEADLINES

| Journal Issue         | Reservations Due | Materials Due |
|-----------------------|------------------|---------------|
| Oct 2011              | 9-6-2011         | 9-12-2011     |
| Nov 2011              | 9-22-2011        | 9-29-2011     |
| Dec 2011/<br>Jan 2012 | 10-21-2011       | 10-28-2011    |
| Feb 2012              | 12-9-2011        | 12-16-2011    |
| Mar 2012              | 1-13-2012        | 1-20-2012     |
| Apr 2012              | 2-15-2011        | 2-22-2011     |
| May 2012              | 3-14-2011        | 3-21-2011     |

**Maximize your ROI!**

Advertise on IRA's website, [click here for more information](#)

# Reading Research Quarterly

REACH the most influential educators  
of the ACADEMIC and reading  
RESEARCH community!



The demand for research-based reading instruction has put reading research front and center in the education community. Over 12,000 researchers, college faculty, graduate students, and reading specialists refer again and again to the peer-reviewed articles in *Reading Research Quarterly* to stay current with the knowledge base, to shape instructional practice, and to cite in their work.

Get more information about *Reading Research Quarterly* at [www.reading.org/RRQ](http://www.reading.org/RRQ).

## READERSHIP\*

### Level of assignment:

- 60%** school-based
- 46%** preK–6
- 14%** middle and high school
- 28%** higher education

### Circulation: over 12,000

Publishes 4 times per year (January–December)

## RATES

Effective July 1, 2011

### Four Color:

|         | 1x      | 4x      |
|---------|---------|---------|
| Cover 2 | \$1,570 | \$1,415 |
| Cover 3 | \$1,570 | \$1,415 |
| Cover 4 | \$1,700 | \$1,545 |

### Black and White:

|           | 1x    | 4x    |
|-----------|-------|-------|
| Full page | \$720 | \$645 |
| 1/2 page  | \$465 | \$440 |

## DEADLINES

| Journal Issue | Reservations Due | Materials Due |
|---------------|------------------|---------------|
| Oct-Dec 2011  | 8-31-2011        | 9-7-2011      |
| Jan-Mar 2012  | 11-9-2011        | 11-16-2011    |
| Apr-Jun 2012  | 2-15-2012        | 2-22-2012     |
| Jul-Sept 2012 | 5-16-2012        | 5-23-2012     |
| Oct-Dec 2012  | 8-14-2012        | 8-21-2012     |

\*Sources: Zeldis Research Associates—IRA member Survey, February 2009;  
IRA Monthly Member Statistics, February 2011

**Maximize your ROI!**

Advertise on IRA's website, [click here for more information](#)

# Production SPECIFICATIONS for IRA JOURNALS

## AD DIMENSIONS

### NOTE:

Bleeds accepted only on full page ads

#### FULL PAGE

Trim:  
8.375" x 10.875"  
Bleed:  
8.625 x 11.125"  
Live area:  
7.375" x 9.875"

#### 1/2 VERTICAL PAGE

3" x 10"

#### 1/2 HORIZONTAL PAGE

7" x 4.5"

#### 1/4 PAGE

3.25" x 4.25"  
MUST BE  
BOXED

### BLEEDS:

Full page bleed size is 8.625" W x 11.125" H for single page, live area 7.375" W x 9.875" H; 17¼" W x 11.125" H for two-page spread. No live matter in the 0.75" area in the center of the spread to allow for perfect binding. No critical type within 0.5" of outside edges.

### PRINTING:

Offset printing, perfect binding.

Screen: 120 for black & white ads. 133 for four-color ads.

### DOCUMENT SETUP:

- Use QuarkXPress or InDesign for ad layouts.
- Illustrator—outline all fonts, flatten transparencies, embed all elements (no links).

### FILE FORMAT:

- PDF/Acrobat 4.05 or later set for compatibility with PDF version 1.3. All high-resolution images and fonts must be embedded.
- Grayscale and color images, 300 dpi; combination of grayscale and color images, 500–900 dpi; line art (bitmap) images, 900–1200 dpi.
- Supply as single-page files only, right reading, portrait mode, 100% size, no rotation. Create to the trim of the journal plus a minimum 0.125" bleed on all sides.
- Keep live matter 0.5" from trim edges.
- Crop marks must be included; position 0.5" outside trim.
- Reverse type should be no less than 6 point. Fine lettering (thin lines, serifs) should be restricted to one color.

### COLOR SPACE:

- All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 240% for the darkest area of an image.
- Do not embed ICC profiles within images.

### PROOFS:

All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP certified contact color proof, which includes a SWOP proofing bar.

### SUBMITTING AD MATERIALS:

- E-mail a press-ready PDF to [advertising@reading.org](mailto:advertising@reading.org).
- Upload a press-ready PDF to IRA's FTP site. For instructions, send an e-mail to [advertising@reading.org](mailto:advertising@reading.org).

[Click here to see IRA Advertising and Billing Policies for content guidelines](#)

IRA cannot be held responsible for reproduction problems that occur as a result of incorrectly prepared files.



# Resource CATALOG



The Resource Catalog is one of the most anticipated tools developed for literacy professionals. Published twice a year, this is the essential guide to the latest research-based professional development strategies utilized by teachers and administrators. Available in both print and online formats, the Resource Catalog is sure to maximize ROI!

**Online Dates:** January 2012 – August 2012

**Print Details:** 85,000

**Website Details:** 300,000 impressions

**Audience:** All IRA member and non-member literacy professionals including key decision makers

## HOT TOPICS INCLUDE:

- Common Core Standards
- Technology in the Classroom
- Response to Intervention
- Strategies for Learners of All Ages
- Best-selling IRA Publications

## AD DIMENSIONS

### NOTE:

Bleeds accepted only on full page ads

### FULL PAGE

Trim:  
8.375" x 10.875"  
Bleed:  
8.625 x 11.125"  
Live area:  
7.375" x 9.875"

1/2  
HORIZONTAL  
PAGE  
7" x 4.5"

## RATES

### Four Color:

|           |         |
|-----------|---------|
| Cover 3   | \$6,000 |
| Full page | \$5,500 |
| 1/2 page  | \$3,250 |

## DEADLINES

**Reservations Due:** November 28, 2011

**Materials Due:** December 5, 2011

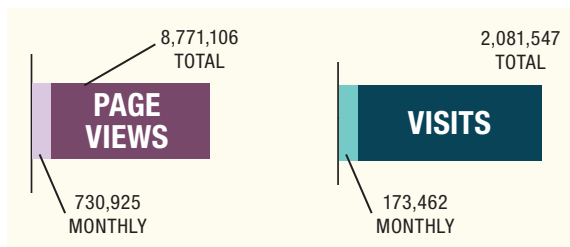
[Click here to view the latest edition of the Resource Catalog](#)

# Website Advertising

## REACH more than 1 MILLION VIEWERS with display advertising at [www.reading.org](http://www.reading.org)!

FOR JUST A FEW \$\$ A DAY, YOUR AD WILL RECEIVE...

- **Visibility:** 'round-the-clock traffic from all over the world generates more than a million page views a month.
- **Access to the literacy audience:** classroom teachers, reading teachers and specialists, researchers, higher education faculty, administrators, librarians, tutors, consultants, education students, parents, and more.
- **Frequent visitors:** countless literacy professionals visit the site often to view their online journal subscriptions, to join forums, and to access other useful information.
- **Full-month posting:** Ads are displayed for a minimum of one month.
- **Flexibility:** Banners, skyscrapers, and buttons are available on several pages throughout our extensive site.



**For more information and to make reservations, contact**

**Rachel Krall**, Advertising & Sales  
Account Representative  
302-731-6967, [rkrall@reading.org](mailto:rkrall@reading.org)

**Megan Kradzinski**, Advertising & Sales  
Associate  
302-731-3831, [mkradzinski@reading.org](mailto:mkradzinski@reading.org)

## CLASSIFIEDS AT THE ONLINE CAREER CENTER

Reach a talented pool of qualified candidates every day!

- Easy and affordable
- Only \$150 to post a one-month ad
- No word-count limits
- Candidates respond directly to you
- Immediate posting

## AD RATES

Sizes (in pixels)

### Home Page Slider 505 x 183

| 1x      | 3x      | 6x      |
|---------|---------|---------|
| \$2,500 | \$2,250 | \$2,000 |

### Top Banner 529 x 90

| 1x    | 3x    | 6x    |
|-------|-------|-------|
| \$515 | \$465 | \$415 |

### Skyscraper 190 x 380

| 1x    | 3x    | 6x    |
|-------|-------|-------|
| \$415 | \$370 | \$335 |

### Right Gutter Button 190 X 190

| 1x    | 3x    | 6x    |
|-------|-------|-------|
| \$310 | \$280 | \$250 |

### Bottom Banner 529 X 90

| 1x    | 3x    | 6x    |
|-------|-------|-------|
| \$310 | \$280 | \$250 |

Online ads must be received by the last Monday of the month preceding the ad posting. Visitors who click on your ad will be taken to the link you provide. JPEG, GIF or SWF file, use RGB color model. Minimum 72 pixels per inch. Flash or animation files accepted.

**Website ads are a great complement to your IRA print ad!**

# ADVERTISING and BILLING POLICIES 2011-2012

## CONTENT

Advertising should not conflict with the mission and goals of the International Reading Association. Ads for *Reading Research Quarterly* should be related to reading and educational research products, programs, and services, and should reflect the scholarly nature of this publication.

IRA reserves the right to reject ads for reasons that include but are not limited to the following: inappropriate content; the appearance of direct or indirect endorsement of a commercial product or service (other than an IRA product or service) by an IRA board member, officer, or senior manager, regardless of whether that endorsement takes the form of the use of the name, words, likeness or other attribute; ads that simulate editorial content or content of an academic nature; and ads that exploit any specific portion of the professional content of the publication in which they are placed. Advertisers are responsible for submitting materials that comply with the production specifications set forth by IRA.

## CONTRACT

IRA does not guarantee a specific circulation or readership for an advertisement.

If fewer insertions than specified in the contract are used within one volume year, charges will be adjusted in accordance with established rates. Advertisers and their agents agree to indemnify and protect the publisher from all claims, actions, or expenses arising from advertising placed in an IRA publication.

Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Cancellations will not be accepted after the closing date for reservations and scheduled insertion will be billed regardless of whether the ad is printed in the issue.

Deadlines for reservations and receipt of copy must be observed. When new material is not received by the deadline date, a previous ad will be repeated whenever possible. Late ads will be held for the next issue.

Advertising space in specific issues is sometimes limited. In the event that all ad space has been allocated prior to the reservations deadline, IRA will notify the advertiser and, upon approval, place the ad in the next issue. No conditions appearing on an insertion order, purchase order, or any other form presented to the IRA will be binding if in conflict with our stated policies.

## BILLING INFORMATION

Current IRA advertisers or their designated agencies will be invoiced upon publication of their ad, and will receive a tearsheet (for print publication) or a screen shot (for Web publication).

New advertisers must prepay. Advertisers who do not keep accounts up to date might be prohibited from advertising or required to prepay.

## COMMISSIONS

All rates are net; no agency discount will be granted. The full invoice amount (including printer's charges) is due within 30 days of the invoice date. The IRA will hold both the advertiser and its agency liable for all payments due. Payment by the advertiser to the agency does not constitute payment to the IRA.