The International Reading Association is a nonprofit, global network of individuals and institutions committed to worldwide literacy. More than 56,000 members strong, the Association supports literacy professionals through a wide range of resources, advocacy efforts, volunteerism, and professional development activities.

**Mission**

The mission of the International Reading Association is to promote reading by continuously advancing the quality of literacy instruction and research worldwide. The Association works toward its mission by pursuing the following five goals:

- **Professional Development**—Enhance the professional development of reading educators worldwide
- **Advocacy**—Advocate for research, policy, and practices that support the best interests of all learners and reading professionals
- **Partnership**—Establish and strengthen national and international alliances with a wide range of organizations
- **Research**—Encourage and support research to promote informed decision-making about reading practice and policy
- **Global Literacy Development**—Provide leadership on literacy issues around the world

**Professionals look to IRA for the latest updates in literacy education.**

**IRA membership base:**

- Classroom Teachers
- Reading Specialists
- Researchers
- Higher Education Faculty
- Administrators
- Librarians
- Tutors
- Education Students
- Consultants
- Parents
Generate qualified leads all year long through the leading professional development event for literacy educators. Educators flock to IRA's annual conference eager to take advantage of our professional development offerings, check out the newest instructional products and programs, and do business with exhibitors.

Conference Website Advertising
IRAConference.org offers exciting advertising opportunities for IRA 2015. The site is continually updated as new information about the conference becomes available keeping attendees and prospects coming back again and again.

Launch Date: Early Fall 2014
Website Details: 250,000+ impressions

Conference E-newsletters
Bi-monthly e-newsletters beginning September 2014, then monthly beginning January 2015, then bi-weekly beginning April 2015. These e-communications keep conference attendees up-to-date about the sessions, speakers, and special events taking place at IRA 2015 Conference.

Circulation: 215,000+
Average Open Rate: 14%
Audience: International Reading Association member and non-member literacy professionals including key decision makers.

Conference Program
The IRA 2015 Conference Program is a reference guide that lasts all year! Used by attendees at conference and long afterward, the Program delivers invaluable branding and promotional opportunities. Ads placed in the program promote any special events taking place and direct traffic to your booth.

CONFERECE ATTENDEE PROFILE
Who are IRA attendees?
Classroom teachers, reading specialists, librarians, 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
Conference Guide to the Stars
The Guide to the Stars is the perfect reference for attendees to find their favorite authors on the exhibit floor. Capture the eyes of the IRA 2015 attendees instantly and draw traffic to your booth with a premium placement highlighting the stars and activities that will be present in your booth!

Conference Coupon Booklet
The IRA Coupon Booklet is small, but packs a powerful punch! It fits perfectly into the Attendee Badge Holder so your coupon is always within reach. Use your doubled-sided, perforated coupon to announce a booth drawing, giveaways, or discounts with purchase at your booth at IRA 2015!

Conference Preview
The IRA 2015 Conference Preview is one of the conference’s most anticipated resources. Providing attendees with valuable information about speakers, registration, things to do in St. Louis, and so much more, the Preview generates pre-show excitement about what the attendee will experience at the upcoming conference.

CONFERENCE SPONSORSHIP AND EXHIBITOR INFORMATION
For more information about IRA 2015 Sponsorship, contact
Rachel Krall: 302-731-6967
rkrall@reading.org

For more information about Exhibiting at the IRA 2015, contact
Clavel Jones: 302-731-3482
cjones@reading.org
**Reading Today Magazine**

This bimonthly magazine reaches all IRA individual and institutional 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. **URLs and e-mail addresses in ads will be linked to your website and contacts.**

**SPECIAL FEATURES**

- July/August 2014: Back to School
- September/October 2014: Hot Topics
- November/December 2014: Standards and Assessments
- January/February 2015: Digital Literacies; Conference Preview
- March/April 2015: Annual Conference
- May/June 2015: Children’s Literature; Summer Reading
  (This issue will be distributed at IRA 2015.)

**Resource Catalog**

The IRA 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 IRA Resource Catalog is sure to maximize ROI!

**Print Details:** 140,000

**Digital Details:** 300,000 impressions

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

**PURCHASING POWER:**

- 61% of readers take action on ads they see in Reading Today
- 67% of readers are involved in purchasing at the school level
- 66% of readers share their copy with an average of five others

**Circulation:** 56,000+

Mails bimonthly and is available in a digital format online with active hyperlinks in ads.

**HOT TOPICS INCLUDE:**

- Common Core State Standards
- Professional Learning Communities
- Response to Intervention
- Strategies for Learners of All Ages
- Hot Selling IRA Publications
The Reading Teacher

Reach literacy educators of students up to age 12 through the #1 journal for reading professionals! 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.

Journal of Adolescent & Adult Literacy

Reach educators of students ages 12 and older through this unique journal! 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.

Reading Research Quarterly

The demand for research-based reading instruction has put reading research front and center in the education community. Reach educators committed to scholarship on literacy among learners of all ages. These literacy professionals refer to the peer-reviewed articles in RRQ again and again 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.
Website Advertising
IRA’s extensive website generates more than half a million pageviews per month! Promote your latest products, services, and events to countless literacy professionals worldwide. For just a few dollars per day you’ll maximize your digital advertising spend with an ad on any of IRA’s available webpages.

Inspire E-newsletters
Inspire is IRA’s monthly membership e-newsletter that delivers classroom-ready tips and ideas. Each e-newsletter features practical, hands-on ideas that can be incorporated into lesson plans immediately.

Publication E-blasts
Circulation: Approx. 200,000
IRA’s publication e-blasts are sent twice per month and feature new book announcements, topic-specific book listings, and special news or promotions related to our publications. Publication e-blasts are sent to a broad base of interested and motivated educators and administrators.

List Rental
Want to market to IRA members and contacts? IRA’s list rental services are managed by Rickard Squared.
Contact: DJ (Donna) Giacopino, List Manager
(631) 249-8710, x 3708
DGiacopino@rickard2.com
Lisa Hamilton, Vice President
(631) 249-8710
LHamilton@rickard2.com
**IRA Advertising Rate Sheet**

### The Reading Teacher
- **Circulation:** 26,000+
- **Four Color:**
  - 1x: $4,750, $4,250, $3,750
  - 4x: $4,250, $3,750, $3,250
  - 8x: $3,750, $3,250, $2,750

### Journal of Adolescent & Adult Literacy
- **Circulation:** 9,500+
- **Four Color:**
  - 1x: $1,800, $1,600, $1,400
  - 4x: $1,600, $1,400, $1,200
  - 8x: $1,400, $1,200, $1,000

### Reading Today Magazine
- **Circulation:** 50,000+
- **Four Color:**
  - 1x: $6,000, $5,500, $5,000
  - 3x: $5,500, $5,000, $4,500
  - 6x: $5,000, $4,500, $4,000

### Reading Research Quarterly
- **Circulation:** 8,000+
- **Four Color:**
  - 1x: $600, $500, $400
  - 3x: $500, $400, $300

### Website Advertising
- **Pageviews**
  - Total: 6,096,495
  - Monthly Average: 508,041
- **Visits**
  - Total: 1,812,703
  - Monthly Average: 151,058
- **1 month**
  - 3 months
  - 6 months
- **Homepage Slider (505x183px)**
  - $2,500, $2,250, $2,000
- **Homepage Skyscraper (190x380px)**
  - $1,500, $1,300, $1,100
- **Homepage Button (190x190px)**
  - $750, $675, $600
- **RTy Blog Top Banner (529x90px)**
  - $1,200, $1,050, $900
- **RTy Blog Home Button (190x190px)**
  - $600, $525, $450
- **RTy Blog Internal Button (190x190px)**
  - $425, $350, $300
- **RTy Blog Internal Skyscraper (190x380px)**
  - $550, $475, $400
- **Internal Top Banner (529x90px)**
  - $550, $500, $450
- **Internal Skyscraper (190x380px)**
  - $450, $400, $350
- **Internal Button (190x190px)**
  - $325, $300, $275

### Conference Opportunities
- **Conference Web Advertising**
  - Launch: Early Fall 2014
  - Pageviews: 600,000+
- **Conference Guide to the Stars**
  - Circulation: 8,000+
- **Conference Coupon Booklet**
  - Four Color:
    - Cover 2: $5,000
    - Cover 3: $5,000
    - Cover 4: $5,500
    - 1/2 Page: $3,500
    - 1/4 Page: $2,500

### Conference Program
- **Conference Preview**
  - Four Color:
    - Cover 2: $5,000
    - Cover 3: $5,000
    - Cover 4: $5,500
    - 1/2 Page: $3,500
    - 1/4 Page: $2,500

### Conference E-Newsletters
- **Circulation:** 40,000+
- **Four Color:**
  - 1x: $3,500, $3,000, $2,500
  - 3x: $3,000, $2,500, $2,000
  - 6x: $2,500, $2,000, $1,500

### Inspire Monthly Membership E-Newsletters
- **Circulation:** 40,000+
- **Four Color:**
  - Top Banner: $3,500, $3,000, $2,500
  - Text Banner: $1,750, $1,500, $1,250
  - Bottom Banner: $875, $750, $625

### Publication E-Blasts
- **Circulation:** Approx. 200,000
- **Four Color:**
  - 1x: $1,000
  - 3x: $900
  - 6x: $800

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**RESERVE YOUR 2014–2015 SPACE NOW!**

For more information and to make reservations, contact:

Megan Ferguson
Advertising & Sales Associate
mferguson@reading.org • 302-731-3831

**RESOURCES CATALOG**
- Print Circulation: 140,000
- Four Color Only

<table>
<thead>
<tr>
<th>Resource</th>
<th>1x</th>
<th>2x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 3</td>
<td>$3,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,250</td>
<td>$1,750</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,500</td>
<td>$1,250</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,000</td>
<td>$750</td>
</tr>
</tbody>
</table>

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800-336-7323 or 302-731-1600 • advertising@reading.org
# IRA Journals and Resource Catalog

## Production Specifications

### DEADLINES: RESOURCE CATALOG

<table>
<thead>
<tr>
<th>Publication Month</th>
<th>Reservations Due</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015 Spring</td>
<td>10-1-2014</td>
<td>11-17-2014</td>
</tr>
<tr>
<td>2015 Back-to-School</td>
<td>2-23-2015</td>
<td>4-8-2015</td>
</tr>
</tbody>
</table>

### DEADLINES: RT AND JAAL

<table>
<thead>
<tr>
<th>Publication Month</th>
<th>Reservations Due</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2014</td>
<td>7-14-2014</td>
<td>7-21-2014</td>
</tr>
<tr>
<td>October 2014</td>
<td>8-12-2014</td>
<td>8-19-2014</td>
</tr>
<tr>
<td>November 2014</td>
<td>9-12-2014</td>
<td>9-19-2014</td>
</tr>
<tr>
<td>February 2015</td>
<td>12-4-2014</td>
<td>12-11-2014</td>
</tr>
</tbody>
</table>

### DEADLINES: RRQ

<table>
<thead>
<tr>
<th>Publication Month</th>
<th>Reservations Due</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb/Mar 2015</td>
<td>11-7-2014</td>
<td>11-14-2014</td>
</tr>
</tbody>
</table>

## PRODUCTION REQUIREMENTS

### 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.
- Upload a press-ready PDF to IRA’s FTP site. For instructions, send an e-mail to advertising@reading.org.

IRA cannot be held responsible for reproduction problems that occur as a result of incorrectly prepared files.
Reading Today and Conference Preview

DIMENSIONS

<table>
<thead>
<tr>
<th>Trim Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8.375&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>7&quot; x 4.5&quot;</td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>2.375&quot; x 9.875&quot;</td>
</tr>
<tr>
<td>1/3 horizontal</td>
<td>7.375&quot; x 3.175&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.25&quot; x 4.25&quot;</td>
</tr>
</tbody>
</table>

NOTE: Bleeds accepted only on full page ads

PRODUCTION REQUIREMENTS

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.
• Upload a press-ready PDF to IRA’s FTP site. For instructions, send an e-mail to advertising@reading.org.

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DEADLINES: READING TODAY

<table>
<thead>
<tr>
<th>Publication Month</th>
<th>Reservations Due</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul/Aug 2014</td>
<td>5-27-2014</td>
<td>6-1-2014</td>
</tr>
<tr>
<td>Sep/Oct 2014</td>
<td>7-21-2014</td>
<td>7-28-2014</td>
</tr>
<tr>
<td>Jan/Feb 2015</td>
<td>11-18-2014</td>
<td>11-25-2014</td>
</tr>
</tbody>
</table>

DEADLINES: CONFERENCE PREVIEW

<table>
<thead>
<tr>
<th>Reservations Due</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>11-18-2014</td>
<td>11-25-2014</td>
</tr>
</tbody>
</table>

Website

PRODUCTION REQUIREMENTS
JPEG, GIF, or PNG file
Minimum 72 pixels per inch.
Animated .GIFs are accepted.

DEADLINES
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.
Conference Program

DIMENSIONS

- **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**
  - 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”

NOTE: Bleeds accepted only on full page ads

PRODUCTION REQUIREMENTS

**FILE FORMAT:**
- 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 right-hand 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.
- Upload a press-ready PDF to IRA’s FTP site. For instructions, send an e-mail to 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.
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 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). 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 is due within 30 days of the invoice date. 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 IRA.