

Something Better

2019-2020 Publication Schedule

Missouri National Education Association
1810 East Elm Street
Jefferson City, Missouri 65101-4174
Phone: (573) 634-3202 or (800) 392-0236 • Fax: (573) 634-5646

Tentative Schedule

Issue	Date to Reserve Ad Space	Copy Deadline	Press Date	Distribution Date
1 Fall 2019 Issue	Aug. 23	Sept. 6	Sept. 27	Oct. 11
2 Winter 2019 Issue	Nov. 1	Nov. 15	Dec. 6	Dec. 20
3 Spring 2020 Issue	Jan. 31	Feb. 21	March 13	March 27
4 Summer 2020 Issue	April 24	May 8	May 29	June 12

To place an ad, contact Debra Beckman at (573) 644-9616 or Debra.Beckman@mnea.org.

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2019-2020 ADVERTISING RATE CARD

Missouri National Education Association
1810 East Elm Street, Jefferson City, MO 65101-4174
Phone: (573) 634-3202 or (800) 392-0236 • Fax: (573) 634-5646

Format: 8 ³/₈ x 10 ³/₄ inches, saddle-stitched

Circulation: 35,000

Target audience: Missouri public education employees, primarily teachers of kindergarten through high school (Membership also includes retired teachers and college students studying to be teachers.)

Available advertisement sizes:

Full Page	7.625 inches (width) x 9.875 inches
Horizontal Half Page	7.625 inches (width) x 4.75 inches
Vertical Half Page	3.7125 inches (width) x 9.875 inches
1 Column	2.4 inches (width) x 9.875 inches
1/2 Column	2.4 inches (width) x 4.75 inches

Advertising net prices (color or black and white):

Full Page	\$1,000	1 column	\$500
Half Page	\$600	½ column	\$350

First time advertisers must pay to MNEA at least 50 percent of the ad cost prior to the copy deadline date.

Insert cost: \$1,100 (This does not include folding. Call for insert size and folding specifications.)

Advertisement specifications:

- Digital on disk—.eps file (MAC). Please provide a hard copy as well.
- Prepare CMYK separations on all artwork.

Send ads to: Debra Beckman, Communications Director, at Debra.Beckman@mnea.org

- Include payment or a billing address. Please provide a phone number.
- Following publication, MNEA will send each advertiser proof of publication tear sheets and a bill.

For questions regarding ad specifications/design, or ad placement, contact Debra Beckman at (573) 634-3202 or Debra.Beckman@mnea.org.