

Something Better

2020-2021 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 2020 Issue	Aug. 21	Sept. 4	Sept. 25	Oct. 9
2 Winter 2020 Issue	Oct. 30	Nov. 13	Dec. 4	Dec. 18
3 Spring 2021 Issue	Jan. 29	Feb. 19	March 12	March 26
4 Summer 2021 Issue	April 30	May 7	May 28	June 11

To place an ad, contact Mark Jones at (573) 644-9609 or email Mark.Jones@mnea.org.

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2020-2021 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	1/2 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 - .eps file (MAC), pdf, jpg, png, gif etc.
- Prepare CMYK separations on all artwork.

Send ads to: Mark Jones, Communications Director, at Mark.Jones@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 invoice.

For questions regarding ad specifications/design, or ad placement, contact Mark Jones at (573) 644-9609 or Mark.Jones@mnea.org.