

NYS TESOL PUBLICATIONS RATE CARD

Valid until August 31, 2011

Circulation: Approximately 1000. Trim size: 8.5 x 11 inches.

Publication: *IDIOM* (24 – 28 pages)

Issue	Copy Deadline	Publication Date	Theme
Fall 2010	August 15, 2010	September	New Insights
Winter 2010-2011	December 1, 2010	January	Annual Conference Issue
Spring 2011	March 1, 2011	April	TBA
Summer 2011	May 15, 2011	June	TBA

Please note: advertising year runs fall to summer

Idiom Advertising rates (per insertion)	<i>1 time</i>	<i>2 times</i>	<i>3 times</i>	<i>4 times</i>
Cover 4, 1/2 page (7-1/4" x 4-5/8")	375	350	325	300
Full page (7-1/4" x 9-1/2")	375	350	325	300
1/2 page, horizontal (7-1/4" x 4-5/8")	300	275	250	225
1/3 page, vertical (2-1/4" x 9-1/2")	275	250	225	200
1/6 page, vertical (2-1/4" x 4-5/8")	250	225	200	175
"business card" (2-1/4" x 1-3/4")	200	175	150	125

For <i>Idiom</i>, send ads in PDF format to: Julie Dziewisz, <i>Idiom</i> Editor 1017 Myrtle Avenue Watertown, NY 13601 Phone (315) 788-6269 Summer phone (315) 482-4604 idiom@nystesol.org	Send copies to: <i>Idiom</i> Editor
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