



THE CLASSROOM ASTRONOMER

A publication of the To Teach The Stars Network

2010 Media Kit and Ad Rates

(Through September 30, 2010)

The Classroom Astronomer is a new quarterly PDF and printed publication designed as a practitioner journal for classroom teachers of astronomy. While centered at the high school level, it also provides tips, techniques and informative how-to articles for teachers of grades K-8 and undergraduate college “Astro 101” courses.

Advertisements should support our mission to improve and increase the amount of astronomy in the school systems and the betterment of teacher’s skills.

Below is information about the first issue, Fall 2009. It is available as a free sample on the website.

THE CLASSROOM ASTRONOMER
FALL 2009
Visit us at ClassroomAstronomer.ToTeachTheStars.Net

Historical Lessons in the International Year of Astronomy
Geocentric and Heliocentric Worldviews with Ping Pong Balls

Teachable Moment in Astronomy: Jupiter, A Comet, and Not-So-Mighty Winds!
Astronomy Teach-niques: Students Survey Light Pollution, Classify Science Words, Find the Errors of Their Ways

Teachers' Fall Sky Planning Calendar
International Astronomy Olympiad / Test Yourself
Teacher's Joy: "I Can't Even Find The Big Dipper"

IN THIS ISSUE

Featured Stories

What If Ptolemy and Copernicus Played Ping Pong? **3**

Historical Astronomy in the Classroom **5**

The International Astronomy Olympiad, A Commentary and Call for Participants **8**

Arizona, Where “I Can’t Find The Big Dipper” is Heard **11**

Teachable Moment: Jupiter, A Comet and Not-So-Mighty Winds **22**

Columns

Teacher’s Challenge **10**

Astronomy Planning Calendar—Fall **16**

Astronomical Teach-niques **18**

The RAP Sheet **20**

Alternative Universes **23**

2897 N. Druid Hills Road, Suite 325

Atlanta, GA 30329

Classroomastronomer.toteachthestars.net

404 702 8147 Fax: 404 393-7037

THE CLASSROOM ASTRONOMER

Anticipated Circulation

Based upon downloads of our files and random surveys for pass-through, we have a general monthly readership of about 1500-2000. A postal mailings to 2500 high school teachers will occur Fall 2010 to coincide with the offering of Hermograph Press' first book, To Teach The Star, How to Create, Run, Maintain and Defend Astronomy in the Schools. Our prior experience with school libraries makes us believe we will have up to 25% of our base coming as print editions for K-12 and university libraries. Our ultimate expectation is that we will have a paid circulation approaching 1500 by the end of 2010.

A copy of the Current Issue issue is available upon request.

Placements and content are subject to change.

Deadlines

Fall	September 1	Spring.....	March 1
Winter	December 1	Summer	June 1

Artwork and Mechanical Requirements

High Resolution PDF files (2400 dpi), grayscale or color, embedded fonts or straight image file, NO TIFFs. **All copy must be capable of surviving up to 10% shrinkage/expansion in all dimensions.**

At this time we do not accept ads with bleeds. All ads will have marginal borders of white on each page. *The Classroom Astronomer* is produced on a Windows PC.

Trim: 8.5h x 11v inches

Full page: 7.75h x 10v inches

Two-third Horizontal: 7.75h x 6.6v

One-half: Vertical—10.0v x 3.50h Horizontal: 7.75h x 5.0v

One-third: Horizontal--7.75v x 3.3v Vertical--(three column pages) 2.815h x 9v

One-quarter page (2 column pages only): 3.50h x 5v

One-sixth: 3 column page vertical—2.815h x 4v Any page horizontal (footer ads)—
7.75h x 3.3v

**2897 N. Druid Hills Road, Suite 325
Atlanta, GA 30329
Classroomastronomer.toteachthestars.net
404-702-8147 Fax: 404 393-7037**

THE CLASSROOM ASTRONOMER

Rates and Payment

Full Page (color only) 640	2/3rds 480	1/2 355	1/3 290	1/4 215	1/6 160	color
Cover 2 or 3 740	340	250	200	150	115	B/W
Back cover 835						

Insertions

2-3, -5% All one-time ads must be prepaid in full. Insertions for future/not
4, -10% immediately current issues must be prepaid at 75% with the remainder for
each issue charged at the time of printing of the magazine.

=====

Ad title: _____

First Issue: _____

- Check (made payable to *The Classroom Astronomer*)**
 Visa **MasterCard** **American Express**

Card Number	3 Digit Sec. Code	Expiration Date
--------------------	--------------------------	------------------------

Cardholder Name (Please Print)	Cardholder Signature
---------------------------------------	-----------------------------

Organization	Contact Name	Telephone
---------------------	---------------------	------------------

Email

Billing Address	City	State	Zip
------------------------	-------------	--------------	------------

Mail form and check to *The Classroom Astronomer* at the contact information below.
Art (Digital Only) can be emailed to LarryK@toteachthestars.net. For all other
communications, contact: Dr. Larry Krumenaker, Publisher at 404 702 8147. Credit
cards are accepted.

2897 N. Druid Hills Road, Suite 325
Atlanta, GA 30329
Classroomastronomer.toteachthestars.net
404-702-8147 Fax: 404 393-7037

Advertising Policies

The Classroom Astronomer reserves the right to refuse any advertising deemed inappropriate, or is not targeted to its audience or does not support its mission. In general, merchandise should be astronomy-related though those areas of physics and earth sciences that relate to or overlap with astronomy topics will be considered. The publisher may insert the word "Advertisement" above and/or below any copy.

All advertising is subject to review and publisher's acceptance policy. Advertisements are accepted upon the representation that the advertiser and its agency have a right to publish the contents thereof. Advertiser and advertising agencies assume liability for all content including text representations and illustrations for all published advertisements and indemnify and hold the publisher harmless against any expense or loss, and also assume responsibility for any claims arising therefrom.

No cancellations after space reservation deadline date. Failure to notify publisher will result in full charge at the prevailing rate. All cancellations must be made in writing. Late fees for payments not received within 30 days of ad publication (in its digital edition) will be assessed a \$50 per month late fee, retroactive to the publication date.

The advertiser and its agency shall be jointly and severally liable for all monies due and payable to the publisher which was ordered and was published.

Where change of copy or insertion order is not received by closing date, advertisement will be inserted as previously rendered. Copy received late will not be subject to approval or revision by the advertiser or agency. The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.. The publisher's liability for any error shall not exceed the cost of the space occupied by the error. Publisher assumes no liability for ad materials beyond normal careful handling.

Other than back or inside covers, the publisher does not guarantee any position placement in a particular issue and may place the advertisement in any position and page within the magazine as he deems fit. He may also adjust the sizes to fit editorial needs. Ads accepted must be capable of a 10% shrinking/expansion without harm to the ad. Publisher reserves the right to alter any ads received if they vary from mechanical requirements.

The publisher does not guarantee any given level of circulation or readership for any advertisement. The publisher is not liable for delays in delivery and/or non-delivery for any condition beyond the control of the publisher affecting production or delivery in any manner.

THE CLASSROOM ASTRONOMER

Online Advertisements

Price chart for advertising on the appropriate home page.

	Horizontal. Approx. 460 x 60 pixels.	Skyscraper (Column). Approx. 120 x 600 pixels.	Button (roughly square). Approx. 125 x 125 pixels.
1 month	400 (top) 300 (bottom)	315	125

SUMMER SALE! Did we say per month? We meant per QUARTER! Yes, for three straight months, starting April 1 in which your ad appears, you will be charged the amounts above. Sale ends September 30th, 2010.

If you have not placed an ad in the current magazine issue, add 20%.

For simultaneous placement on To Teach The Stars Network homepage, add 20%. Placement on this page is separate from any *Classroom Astronomer* advertising.

We accept GIF, JPG and animated GIF files, and one link. Please supply a text message of up to 40 characters for text-only users. We are not at this time accepting Flash advertisements and absolutely no pop up ads. All files must be no more than about 40K.

2897 N. Druid Hills Road, Suite 325
Atlanta, GA 30329
Classroomastronomer.toteachthestars.net
404-702-8147 Fax: 404 393-7037