



# ***THE CLASSROOM ASTRONOMER***

**A publication of the To Teach The Stars Network**

## **2011 Media Kit and Ad Rates**

(Subject to Change Without Notice)

*The Classroom Astronomer* is a 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.

### **Anticipated Circulation**

Based upon downloads of our files and surveys for pass-through, we have a general monthly readership of about 1000. A postal mailings to 2500 high school teachers will occur Fall 2011 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.

**A copy of the Current 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

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

***THE CLASSROOM ASTRONOMER***

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

**Rates and Payment**

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

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**Ad title:** \_\_\_\_\_

**First Issue:** \_\_\_\_\_

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

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Card Number 3 Digit Sec. Code Expiration Date

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Cardholder Name (Please Print) Cardholder Signature

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Organization Contact Name Telephone

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Email \_\_\_\_\_

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3605 Sandy Plains Road, Suite 240-203  
 Marietta, GA 300066  
 Classroomastronomer.toteachthestars.net  
 404-702-8147 Fax: 404 393-7037

## *THE CLASSROOM ASTRONOMER*

**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](mailto:LarryK@toteachthestars.net). For all other communications, contact: Dr. Larry Krumenaker, Publisher at 404 702 8147. Credit cards are accepted.

### **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

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any condition beyond the control of the publisher affecting production or delivery in any manner.

### **Online Advertisements**

Price chart for advertising on the appropriate home page.

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

DISCOUNT: ONLINE + IN MAGAZINE, subtract 66% of the online cost!

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.

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