



# ***THE CLASSROOM ASTRONOMER***

A publication of the To Teach The Stars Network

## **2009 Media Kit and Ad Rates**

(Through December 31, 2009)

*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.

**THE CLASSROOM ASTRONOMER**  
FALL 2009  
Visit us at [ClassroomAstronomer.ToTeachTheStars.Net](http://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 Techniques: 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"*

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2897 N. Druid Hills Road, Suite 325

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[Classroomastronomer.toteachthestars.net](http://Classroomastronomer.toteachthestars.net)

404 702 8147 Fax: 404 393-7097

## *THE CLASSROOM ASTRONOMER*

### **Anticipated Circulation**

We are beginning with a free PDF issue circulation of an immediate 500 teachers of astronomy, predominantly high school, with about 20% at the college level. Postal mailings to 2500 high school teachers will occur prior to the Winter 2009 issue. We anticipate increases in circulation due to mentions and reviews in a number of astronomy education and science education online and print publications. 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 circulation approaching 1000 by the end of 2009 and up to 3-5 thousand within a year.

**A copy of the Fall 2009 issue is available upon request.  
Placements and content are subject to change.**

### **Deadlines**

Fall 2009 .....	September 1	Spring 2010.....	March 1
Winter 2009 .....	December 1	Summer 2010 .....	June 1

### **Artwork and Mechanical Requirements**

High Resolution PDF files (2400 dpi), grayscale or color, embedded fonts or straight image file or TIFF. **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

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**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>	<b>340</b>	<b>250</b>	<b>200</b>	<b>150</b>	<b>115</b>	<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:** \_\_\_\_\_

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

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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. (There will  
be a new phone ~ October 1).

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## **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 60 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 moneys 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 online version of page where 'print' ad is found in the magazine.

	<b>Horizontal.</b> Approx. 460 x 60 pixels.	<b>Skyscraper</b> (Column). Approx. 120 x 600 pixels.	<b>Button</b> (roughly square). Approx. 125 x 125 pixels.
<b>1 month</b>	400 (top) 300 (bottom)	315	125
<b>1 quarter (per month)</b>	315 per month	240	100

For placement on *Classroom Astronomer* homepage only, add 25%. Only one banner on top or bottom of page is possible. For dual placement (home page and article page), add 50%

For 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 non-html 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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