

The ***Journal of Developmental Education***, published by the National Center for Developmental Education, is the official journal of the National Association of Developmental Education (NADE) and has an optional subscription agreement with the College Reading and Learning Association (CRLA) in addition to direct subscribers. The ***Journal*** continues to be the leading scholarly journal in its field. Its content integrates research and practice related to developmental education, learning assistance, and administrative and student services for at-risk students in postsecondary educational settings. Circulation: approximately 4,000 with subscribers in all 50 states and 12 foreign countries.

AD SIZES AND RATES

Spot color is available and can be included in an ad for an additional \$75 fee.
Colors will alternate between issues.

Available Spaces	Live Area Width by Height	One-Time Insertion	Three-Time Insertion
Full Page	7 1/2 x 9 1/2	\$ 712	\$ 570
Half Page Horizontal	7 1/2 x 4 1/2	\$ 418	\$ 334
Fourth Page Vertical	3 1/2 x 4 1/2	\$ 283	\$ 226
Third Page Vertical	2 3/8 x 9 1/2	\$ 257	\$ 206
Sixth Page Vertical	2 3/8 x 4 1/2	\$ 212	\$ 170
Inside Front Cover	7 1/2 x 9 1/2	\$ 752	\$ 602
Inside Back Cover	7 1/2 x 9 1/2	\$ 752	\$ 602
Back Cover	7 1/2 x 9 1/4	\$ 803	\$ 642

SPACE RESERVATION and CAMERA READY DEADLINES

<u>Issue</u>	<u>Mailing Date</u>	<u>Space Reservation</u>	<u>Camera Ready</u>
#1	September 15	June 1	July 1
#2	November 15	September 1	October 1
#3	February 1	November 15	December 15



Journal of Developmental Education

Electronic ad submission requirements

Printing process: Sheet-fed offset or digital

Materials accepted: Digital ads may be submitted via e-mail to calderwoodbj@appstate.edu or on CD/DVD sent to the address below. Film or camera-ready artwork is not accepted.

File formats supported: In order of preference...

PDF

Adobe InDesign
Adobe Illustrator
Adobe Photoshop

File formats not supported: Ads prepared using any of the formats or applications below will not be accepted for publication.

JPEG
GIF
Adobe PageMaker*
CorelDRAW*
Microsoft Excel*, PowerPoint*, Publisher*, or Word*
QuarkXPress*

**PDFs created from these applications following the guidelines below are acceptable.*

Ad preparation: All photos or illustrations appearing in your ad should be at a minimum resolution of 300 dpi at the size they will be printed and in either grayscale (for black-and-white ads), spot color RGB (for two-color ads*), or CMYK (for full color ads) format. RGB elements in black-and-white ads may not reproduce as expected. Type prepared as part of an image will not print as clearly as type prepared in a page layout program.

**The actual spot color used in an issue is at the discretion of the editor.*

PDF files: PDF is our preferred format. PDFs should be created using standard "Press" or "Press Quality" settings. **All fonts must be embedded.**

Application-native files: Ad submissions prepared using Adobe Illustrator, InDesign, or Photoshop **must include all fonts used.** Illustrator and InDesign submissions must also include all graphics files placed in the ad.

File naming: Please name your PDF (or final native file) as shown below.

advertiser_1yr. (.pdf, .ai, .indd, or .ps as appropriate)*

advertiser: The advertiser's name, up to 10 characters, no spaces

i: The issue, one character (Fall: f, Winter: w, Spring: s)

yr: The two-digit year

Ad dimensions (inches)

SIZE	WIDTH	HEIGHT
Full page	7.625	9.5
½ horizontal	7.625	4.625
⅓ vertical	2.375	9.5
¼ vertical	3.75	4.625
⅙ vertical	2.375	4.625

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