

AdvancED Source

MESSAGE FROM THE CEO

Welcome to the AdvancED Source

The *AdvancED Source* publication is designed to focus on educational quality and educational issues from the viewpoint of the practitioner. Our readers gain insight from experts, best practices, and research highlights designed to help them maximize student success and improve operational effectiveness.

As AdvancED continues its commitment to provide leadership in advancing excellence in education worldwide, we would like to invite your company to share its expertise through advertising in the *AdvancED Source*. More than 30,000 principals, superintendents, and educational leaders in the AdvancED network receive the *AdvancED Source*, and now you can reach them too. *



ABOUT THE PUBLICATION

The *AdvancED Source* is mailed twice a year, in the spring and fall, to 30,000 principals, superintendents, and other educational leaders in the AdvancED network. AdvancED serves and engages 27,000 public and private schools and districts across the United States and in 69 countries, educating 15 million students.

Editorial Focus

Issues of the *AdvancED Source* contain a combination of stories about educational strategies and practice supporting educational quality written by both experts in the field and practitioners. Other content includes school and district successes, research reviews, and legal briefs. Content also contains useful information and techniques for practitioners serving students Pre-K through grade 12.

Targeted readers include district administrators and coordinators, school administrators, teachers, and curriculum leaders. AdvancED leaders and volunteers also benefit from receiving the publication. *

REACH YOUR TARGET AUDIENCE
30,000
COPIES DISTRIBUTED EACH ISSUE



Here's what readers have said about *AdvancED Source*:

- Great articles – and very timely!
- Excellent resource for schools and districts, as well as others in the education network!





EDITORIAL THEMES

Articles based on original research, accreditation, or classroom experience are welcome. Submissions should provide useful information and techniques for practitioners in PreK-12 public and non-public schools and districts. Articles must be informative and can include tips, strategies, techniques, case-studies, analysis, opinions, and commentary. Content for the *AdvancED Source* will support the following themes in upcoming issues:

- **Spring 2011** – Student Preparedness.
- **Fall 2011** – Leading for the Future
- **Spring 2012** – Transforming Schools

READER PROFILE

The world's largest education community, AdvancED's network includes:

- 27,000+ public and private schools:
 - 7,000 high schools
 - 3,700 middle schools
 - 11,300 elementary schools
 - 1,200 K-12 schools
 - 3,000 other
- 4,000 school districts
- Navajo Nation schools
- Department of Defense schools
- 3.5 million educators across the U.S and in 69 countries
- 15 million students
- 18,000 volunteers



ABOUT ADVANCED

The world's largest education community, AdvancED serves and engages 27,000 public and private schools and districts across the United States and in 69 countries, educating 15 million students. AdvancED is dedicated to advancing excellence in education worldwide through an international accreditation process supported by research-based standards, innovative products and services, and professional learning through its international network.

AdvancED is dedicated to advancing excellence in education worldwide so that every student is prepared for success in an ever-changing and diverse world.

The North Central Association Commission on Accreditation and School Improvement (NCA CASI) and Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS CASI) are accreditation divisions of AdvancED. *

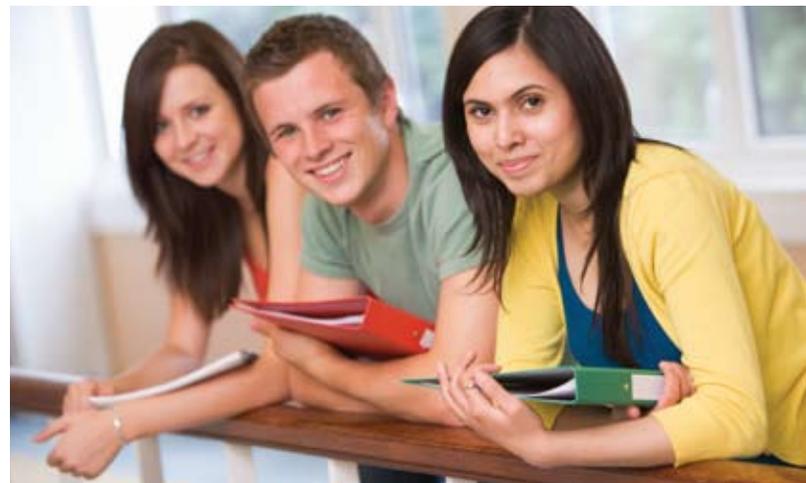
ADVERTISING SPECIFICATIONS

- * Preferred format: High resolution (300 dpi) CMYK PDF with fonts embedded and no PMS spot colors or RGB colors
- * Alternative formats: High resolution JPEG, TIFF, or EPS.
- * Supply ad files using email, FTP or yousendit.com
- * Only four-color ads accepted. All ads sent using spot colors will be converted to CMYK.

Contact information

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2011 Advertising Rates

Deadlines

Issue	Reservation	Ad Due
■ Spring 2011	N/A	February 15, 2011
■ Fall 2011	July 1, 2011	July 20, 2011
■ Spring 2012	January 5, 2012	January 30, 2012

Display Ads

Ad Size	Measurement	Fee
■ Full Page	10" x 16"	3,500
■ Two-thirds Page Vertical	6.75" x 16"	2,500
■ Half Page Horizontal	10" x 8"	1,600
■ One-third Page Vertical	3.5" x 16"	1,200

Marketplace Ads

Ad Size	Measurement	Fee
■ Standard Size*	3" x 4"	800

* Your choice of running your **logo and 150 words** – OR – your **photo and 75 words** about your company, product or service.