ADVERTISING OPPORTUNITIES WITH
AMERICAN EDUCATIONAL RESEARCH ASSOCIATION

Established in 1971, *Educational Researcher* is the flagship publication of AERA. It is published nine times per year and is received by all members of AERA. It contains scholarly articles that come from a wide range of disciplines and are of general significance to the educational research community.

**FREQUENCY:** 9x/year

**PRINT CIRCULATION:** 23,610 Paid

---

**2014 PRINT ADVERTISING RATES**

**DISPLAY AND CLASSIFIED:**

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,895</td>
<td>$1,860</td>
<td>$1,765</td>
<td>$1,675</td>
<td>$1,510</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,515</td>
<td>$1,485</td>
<td>$1,410</td>
<td>$1,340</td>
<td>$1,210</td>
</tr>
<tr>
<td>¼ page</td>
<td>$910</td>
<td>$890</td>
<td>$850</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**COLOR RATES:** 4-Color charge (in addition to B&W rate above) ................................................................. $1,475

**CLASSIFIED LINE ADVERTISING:**

Available in *Educational Researcher* only.

Rates: $5.00/word, $150 minimum

Text must be emailed as MS Word attachment to: advertising@sagepub.com. Text due by the space reservations deadline as noted under *Educational Researcher* deadline schedule.

**AGENCY COMMISSION:** 15%

**PAYMENT TERMS:** Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

---

**COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)**

- Inside Front Cover .................Earned B&W rate + 35%
- Inside Back Cover .................Earned B&W rate + 25%
- Back Cover .........................Earned B&W rate + 50%
- Facing Table of Contents ..........Earned B&W rate + 30%
- Facing First Text Page ..........Earned B&W rate + 25%
- Other specified positions ..........Earned B&W rate + 15%

---

**BONUS DISTRIBUTION CALENDAR – 2014**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Conference</th>
<th>Dates 2014</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>American Educational Research Association (AERA)</td>
<td>April 3-7</td>
<td>Philadelphia, PA</td>
</tr>
</tbody>
</table>

* Insertions made after printed space reservation deadline are non-cancelable. Bonus distribution at these conferences is not guaranteed. SAGE will make every effort to distribute the issues as scheduled but is not responsible for compensation to advertisers if journals do not make shipments as planned.
ADVERTISING OPPORTUNITIES WITH
AMERICAN EDUCATIONAL RESEARCH ASSOCIATION

All Advertising subject to AERA approval.

AMERICAN EDUCATIONAL RESEARCH JOURNAL

Established in 1964, the American Educational Research Journal (AERJ) publishes original reports of all forms of scholarly inquiry on a broad range of topics. Many articles focus on improving school practice or on theories that apply directly to education. The journal is divided into two sections: “Social and Institutional Analysis” and “Teaching, Learning and Human Development.”

FREQUENCY: 6x/year
PRINT CIRCULATION: 10,980 Paid

2014 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED:
B&W
1x 3x 6x 12x
1 page $945 $925 $880 $835
½ page $755 $740 $705 $670

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.
Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.
COLOR RATES: 4-Color charge (in addition to B&W rate above).................................................................$1,275
AGENCY COMMISSION: 15%

EDUCATIONAL EVALUATION AND POLICY ANALYSIS

Established in 1979, Educational Evaluation and Policy Analysis (EEPA) serves the multiple needs of the diverse specialists in educational evaluation and policy analysis and focuses on the integral relationship between these two activities.

FREQUENCY: Quarterly
PRINT CIRCULATION: 3,160 Paid

2014 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED:
B&W
1x 3x 6x 12x
1 page $945 $925 $880 $835
½ page $755 $740 $705 $670

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.
Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.
COLOR RATES: 4-Color charge (in addition to B&W rate above).................................................................$1,275
AGENCY COMMISSION: 15%

AERJ 2014 DEADLINES

February
Space reservation due: 12/16/13
Materials due: 12/20/13
Inserts due: 12/27/13

April
Space reservation due: 2/21/14
Materials due: 2/26/14
Inserts due: 3/5/14

June
Space reservation due: 4/18/14
Materials due: 4/23/14
Inserts due: 4/30/14

August
Space reservation due: 6/18/14
Materials due: 6/23/14
Inserts due: 6/30/14

October
Space reservation due: 8/20/14
Materials due: 8/25/14
Inserts due: 9/1/14

December
Space reservation due: 10/16/14
Materials due: 10/21/14
Inserts due: 10/28/14

EEPA 2014 DEADLINES

March
Space reservation due: 12/27/13
Materials due: 1/2/14
Inserts due: 1/9/14

June
Space reservation due: 3/27/14
Materials due: 4/1/14
Inserts due: 4/8/14

September
Space reservation due: 6/27/14
Materials due: 7/2/14
Inserts due: 7/9/14

December
Space reservation due: 9/26/14
Materials due: 10/2/14
Inserts due: 10/9/14
ADVERTISING OPPORTUNITIES WITH
AMERICAN EDUCATIONAL RESEARCH ASSOCIATION

All Advertising subject to AERA approval.

JOURNAL OF EDUCATIONAL AND BEHAVIORAL STATISTICS

Established in 1976, the Journal of Educational and Behavioral Statistics (JEBS) publishes papers that demonstrate how the educational statistician can contribute to sound, productive and creative decision making in educational practice.

FREQUENCY: 6x/year

PRINT CIRCULATION: 2,200 Paid

2014 PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>Display and Classified:</th>
<th>B&amp;W</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$945</td>
<td>$925</td>
<td>$880</td>
<td>$835</td>
<td></td>
</tr>
<tr>
<td>½ page</td>
<td>$755</td>
<td>$740</td>
<td>$705</td>
<td>$670</td>
<td></td>
</tr>
</tbody>
</table>

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above) $1,275

AGENCY COMMISSION: 15%

REVIEW OF EDUCATIONAL RESEARCH

Established in 1931, the Review of Educational Research (RER) publishes critical, integrative reviews of research literature relating to education. Reviews include studies from other disciplines, such as anthropology, biology, psychology, economics, evaluation, history, humanities, political science and sociology, provided that these studies have a bearing on educational issues.

FREQUENCY: Quarterly

PRINT CIRCULATION: 6,130 Paid

2014 PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>Display and Classified:</th>
<th>B&amp;W</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$945</td>
<td>$925</td>
<td>$880</td>
<td>$835</td>
<td></td>
</tr>
<tr>
<td>½ page</td>
<td>$755</td>
<td>$740</td>
<td>$705</td>
<td>$670</td>
<td></td>
</tr>
</tbody>
</table>

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above) $1,275

AGENCY COMMISSION: 15%

JEBS 2014 DEADLINES

February
Space reservation due: 12/11/13
Materials due: 12/16/13
Inserts due: 12/23/13

April
Space reservation due: 2/5/14
Materials due: 2/10/14
Inserts due: 2/17/14

June
Space reservation due: 4/9/14
Materials due: 4/14/14
Inserts due: 4/21/14

August
Space reservation due: 6/12/14
Materials due: 6/17/14
Inserts due: 6/24/14

October
Space reservation due: 8/7/14
Materials due: 8/12/14
Inserts due: 8/19/14

December
Space reservation due: 10/9/14
Materials due: 10/14/14
Inserts due: 10/21/14

RER 2014 DEADLINES

March
Space reservation due: 1/8/14
Materials due: 1/13/14
Inserts due: 1/20/14

June
Space reservation due: 4/10/14
Materials due: 4/15/14
Inserts due: 4/22/14

September
Space reservation due: 7/3/14
Materials due: 7/8/14
Inserts due: 7/15/14

December
Space reservation due: 10/6/14
Materials due: 10/10/14
Inserts due: 10/17/14

REVIEW OF RESEARCH IN EDUCATION

This annual publication does not accept print advertising. Please see online advertising options.
ADVERTISING OPPORTUNITIES WITH
AMERICAN EDUCATIONAL RESEARCH ASSOCIATION

All Advertising subject to AERA approval.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>Earned B&amp;W rate + 35%</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Earned B&amp;W rate + 50%</td>
</tr>
<tr>
<td>Facing Table of Contents</td>
<td>Earned B&amp;W rate + 30%</td>
</tr>
<tr>
<td>Facing First Text Page</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Other specified positions</td>
<td>Earned B&amp;W rate + 15%</td>
</tr>
</tbody>
</table>

INSERTS AND OTHER HIGH-IMPACT OPPORTUNITIES

**INSERTS (BOUND) — RATES FOR FURNISHED INSERTS:**
- 2 page insert – 3 times the earned B&W rate
- 4 page insert – 5 times the earned B&W rate
- 6 page insert – 6 times the earned B&W rate
- 8 page insert – 8 times the earned B&W rate
- Business reply cards – earned B&W rate

**HIGH-IMPACT PRINT ADVERTISING:**
- **Cover Tips** — An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.
- **Belly Bands** — Another exclusive visibility option. Your ad would wrap around the entire journal.
- **Outserts** — Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers

Please contact your representative for pricing and details on any of these options.
Samples must be provided.

OTHER MARKETING OPPORTUNITIES

**ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS**
Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.
SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via e-mail.
SAGE can also arrange for translation of reprints into the local language of your target audience.

**SUPPLEMENTS**
Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company’s business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.
All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

**TRANSLATED REGIONAL EDITIONS**
Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

**SPONSORED SUBSCRIPTIONS**
Target the mailing list of your choice by sponsoring subscriptions to the journal.
ADVERTISING OPPORTUNITIES WITH
AMERICAN EDUCATIONAL RESEARCH ASSOCIATION
All Advertising subject to AERA approval.

DIGITAL OFFERINGS

JOURNAL OFFERINGS:

EDUCATIONAL RESEARCHER
http://er.aera.net

AMERICAN EDUCATIONAL RESEARCH JOURNAL
http://aerj.aera.net

JOURNAL OF EDUCATIONAL AND BEHAVIORAL STATISTICS
http://jeds.aera.net

DIGITAL OFFERINGS

JOURNAL WEBSITES:

EDUCATIONAL RESEARCHER
http://er.aera.net

AMERICAN EDUCATIONAL RESEARCH JOURNAL
http://aerj.aera.net

JOURNAL OF EDUCATIONAL AND BEHAVIORAL STATISTICS
http://jeds.aera.net

ONLINE ADVERTISING RATES

• Leaderboard (728 x 90) ................................................................. $50 CPM
• Skyscraper (160 x 600) ................................................................. $50 CPM

Minimum buy: 10,000 impressions per month per banner

• Exclusive visibility may be available in any of the locations. Please contact your representative.
• Please note that some locations may not be available for all sites.
• Banner advertising may be available across multiple publications. Please contact your representative.

E-MAIL MARKETING

ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Specs</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>728 x 90</td>
<td>$1,250</td>
<td>$1,150</td>
<td>$1,000</td>
<td>$850</td>
</tr>
</tbody>
</table>

Advertisers are also required to provide 40 words of text, which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC

• Acceptable File Formats: GIF, JPEG, PNG
• Maximum size on banners: 40K
• All artwork is subject to review/acceptance by publisher prior to placement.
### GENERAL INFORMATION

**PUBLISHER:**  
SAGE Publications, 2455 Teller Road, Thousand Oaks, California 91320,  
Phone: (805) 499-0721, Fax: (805) 410-7009

**SOCIETY AFFILIATION:**  
American Educational Research Association

**ABOUT THE AERA:**  
The American Educational Research Association (AERA), founded in 1916 and based in Washington, D.C., aims to advance knowledge about education, to encourage scholarly inquiry related to education, and to promote the use of research to improve education and serve the public good. As the national interdisciplinary research society in education, AERA is dedicated to strengthening education research capacity by promoting research of the highest quality, undertaking education and training programs, and advancing sound research and science policy.

AERA is the most prominent international professional organization with the primary goal of advancing educational research and its practical application. Its more than 25,000 members are educators; administrators; directors of research; persons working with testing or evaluation in federal, state and local agencies; counselors; evaluators; graduate students; and behavioral scientists.

The broad range of disciplines represented by the membership includes education, psychology, statistics, sociology, history, economics, philosophy, anthropology, and political science.

### ADVERTISING OPPORTUNITIES WITH  
AMERICAN EDUCATIONAL RESEARCH ASSOCIATION  
All Advertising subject to AERA approval.

### ADVERTISING IN THE AMERICAN EDUCATIONAL RESEARCH ASSOCIATION (AERA) PUBLICATIONS:
Journals offer the opportunity to reach the largest audience of educators, administrators, directors of research, persons working with testing or evaluation in federal, state and local agencies, counselors, evaluators, graduate students, and behavioral scientists including the entire AERA membership of over 25,000. The broad range of disciplines represented by the membership includes education, psychology, statistics, sociology, history, economics, philosophy, anthropology, and political science.

### ANNUAL MEETING:
AERA offers an annual meeting, typically registering 14,000+ individuals.

For information regarding exhibiting and sponsorships at the annual meeting, please contact the Meetings Department, (202) 238-3200 x212, annualmtg@aera.net.

For information regarding advertising in the Annual Meeting Program, please contact the Publications Department, (202) 238-3200 x236, pubs@aera.net.

Or you may visit: http://www.aera.net/annualmeeting.htm

### GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:
All advertising is subject to the publisher’s and AERA’s approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.
ADVERTISING OPPORTUNITIES WITH
AMERICAN EDUCATIONAL RESEARCH ASSOCIATION

All Advertising subject to AERA approval.

ARTWORK SPECIFICATIONS

EDUCATIONAL RESEARCHER
Trim Size: 8 3/8" x 10 7/8"

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7&quot; w x 10&quot; h</td>
<td>8 5/8&quot; w x 11 1/8&quot; h</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7&quot; w x 4 7/8&quot; h</td>
<td></td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 3/8&quot; w x 10&quot; h</td>
<td></td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>3 3/8&quot; w x 4 7/8&quot; h</td>
<td></td>
</tr>
</tbody>
</table>

REVIEW OF EDUCATIONAL RESEARCH
AMERICAN EDUCATIONAL RESEARCH JOURNAL
JOURNAL OF EDUCATIONAL AND BEHAVIORAL STATISTICS
Trim Size: 6" x 9"

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>4 1/2&quot; w x 7 1/2&quot; h</td>
<td>6 1/4&quot; w x 9 1/4&quot; h</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>4 1/2&quot; w x 3 1/2&quot; h</td>
<td></td>
</tr>
</tbody>
</table>

EDUCATIONAL EVALUATION AND POLICY ANALYSIS
Trim Size: 6 ¾" x 10"

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>5 1/2&quot; w x 8 3/4&quot; h</td>
<td>7&quot; w x 10 1/4&quot; h</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7&quot; w x 4 1/2&quot; h</td>
<td></td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 1/2&quot; w x 10&quot; h</td>
<td></td>
</tr>
</tbody>
</table>

REQUIREMENTS FOR ELECTRONIC DELIVERY:

General Instructions:
A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop:
Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions:
• Color Ads: An identifiable SWOP-certified proof (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
• B&W Ads: A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions:
Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS:
All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8” trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8” from gutter. All live copy should be no closer than ¼” from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:
Final size of all BRCs must be 4 ¼" h x 6" w. Minimum paper weight is 7 pt. Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

CONTACT INFORMATION

FOR ALL ADVERTISING INQUIRIES:
Mac McKay
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7395
Fax: (805) 375-5282
E-mail: mac.mckay@sagepub.com

FOR ARTWORK DELIVERY:
Anna Gonda
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7772
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS:
(list journal name, issue # and quantity on boxes/skid)
Ship To:
For all other AERA titles, ship to:
Mary Heiliger
CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: 800-635-7181 x 8145

FOR REPRINT AND SUPPLEMENT SALES:
Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com

For EdR ship to:
Tina Pringle
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: 603-643-2220 x 234