

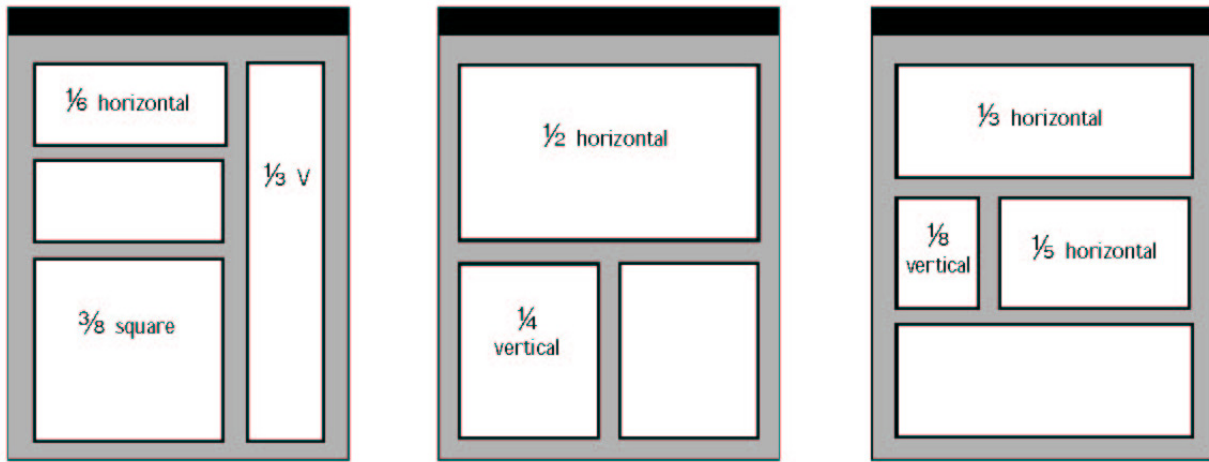
Renewal

A Journal for Waldorf Education

AD SPECIFICATION SHEET

Founded in 1991, *Renewal* is a publication of the Association of Waldorf Schools of North America. *Renewal's* main purpose is to promote understanding of the principles and practices of Waldorf education. It is a forum in which persons, both within the Waldorf community and outside of it can exchange ideas, experiences, and opinions concerning excellence in education.

- *Renewal* contains 64 pages. The trim size of the magazine is 8 1/2 x 11 inches.
- There is a special advertising section. Ads are grayscale surrounded by a color screen box or 4-color.
- The Spring/Summer issue is distributed in April. The Fall/Winter issue is distributed in November.
- Circulation of the 2008 Fall/Winter issue was 20,000 copies.



Please submit ad files in tiff and pdf format only.

COLOR AD SIZES

	Width	Height	Rate 1x	Rate 3x
Full page, inside front or back cover	7 1/2"	9 3/4"	\$1200	\$1100
Full Page	7 1/2"	9 3/4"	\$1104	\$994
1/2 Page Horizontal	7 1/2"	4 11/16"	\$761	\$684
3/8 Page Square	4 7/8"	4 11/16"	\$598	\$538
1/3 Page Horizontal	7 1/2"	3"	\$527	\$474
1/3 Page Vertical	2 1/4"	9 3/4"	\$491	\$442
1/4 Page Vertical	3 1/2"	4 11/16"	\$409	\$368
1/5 Page Horizontal	4 7/8"	3"	\$353	\$318
1/6 Page Horizontal	4 7/8"	2 1/6"	\$283	\$254
1/8 Page Vertical-Standard	2 1/4"	3"	\$214	\$214

BLACK AND WHITE AD SIZES

	Width	Height	Rate 1x	Rate 3x
Full Page	7 1/2"	9 3/4"	\$920	\$828
1/2 Page Horizontal	7 1/2"	4 11/16"	\$634	\$570
3/8 Page Square	4 7/8"	4 11/16"	\$498	\$448
1/3 Page Horizontal	7 1/2"	3"	\$439	\$395
1/3 Page Vertical	2 1/4"	9 3/4"	\$409	\$368
1/4 Page Vertical	3 1/2"	4 11/16"	\$341	\$307
1/5 Page Horizontal	4 7/8"	3"	\$294	\$265
1/6 Page Horizontal	4 7/8"	2 1/6"	\$236	\$212
1/8 Page Vertical-Standard	2 1/4"	3"	\$178	\$178

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DEADLINES

Issue	Space Reservation	Ad Submission
Fall/Winter 2009	August 15, 2009	September 25, 2009
Spring/Summer 2010	February 15, 2010	March 15, 2010
Fall/Winter 2010	August 15, 2010	September 25, 2010

ADVERTISEMENT SPECIFICATIONS 2007

- *Renewal, A Journal for Waldorf Education* is a two-color magazine printed at 150-line screen.
- We request that ads be submitted on disc or emailed as TIFF or PDF files. Black and white ads need to be submitted in **grayscale**.
- **Email ads** to Sarah Dinan at subs_adsrenewal@awsna.org and **fax a copy** of the ad to the Outreach & Development office 518-672-7880.
- Ads must be the correct size, and copy edited. Ads with spelling errors will be returned for correction.
- You must include a laser copy of your ad.
- If you need your ad scanned to disc, an additional \$25.00 fee will be charged per ad.
- *Renewal* reserves the right to adjust ads as needed to meet format requirements, and to charge the advertiser accordingly.

Space reservations can be made at any time. However, full payment must accompany all first-time placements when the space reservation is made.

Contact Sarah Dinan, Renewal Sales Manager, at the *Renewal*/AWSNA office 518-672-7878, or Subs_adsrenewal@awsna.org should you have any questions.

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ADVERTISING INSERTION CONTRACT

Please send your completed ad contract, ad copy, and payment to the *Renewal* business office. Past advertisers can be billed.

Advertiser Name

Contact Person

Address

City

State

Zip

Phone

Fax

Email

ISSUE

Fall/Winter 2009

Spring/Summer 2010

Fall/Winter 2010

COLOR AD SIZE & RATE

Please Select Size

Full page, inside front or back cover, 7 1/2" x 9 3/4"

Full Page, 7 1/2" x 9 3/4"

1/2 Page Horizontal, 7 1/2" x 4 11/16"

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1/8 Page Vertical-Standard, 2 1/4" x 3"

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1 x \$1200 or 3 x \$1100

1 x \$1104 or 3 x \$994

1 x \$761 or 3 x \$684

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1 x \$353 or 3 x \$318

1 x \$283 or 3 x \$254

1 x \$214 or 3 x \$214

BLACK AND WHITE AD SIZE & RATE

Please Select Size

Full Page, 7 1/2" x 9 3/4"

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1 x \$341 or 3 x \$307

1 x \$294 or 3 x \$265

1 x \$236 or 3 x \$212

1 x \$178 or 3 x \$178

PAYMENT

First-time advertisers must pay in advance. *Renewal* extends credit terms to those who advertise on a regular basis.

We can accept Mastercard VISA or AMEX for ad payment.

Credit Card Number

Exp. Date

Name on Card (printed)

Cardholder's Zip

We will charge a finance charge of 2.5% per month for accounts 30 days past due. Accounts not responding to requests for payment will be sent to collections.

ADVERTISING AGREEMENT

Renewal and the Association of Waldorf Schools of North America do not endorse any product or service advertised. It is the responsibility of the advertiser to ensure that the correct address and phone information appear in the ad. Please indicate with your signature that you understand and agree to this policy.

Signature

Date

Sarah Dinan 65-2 Fern Hill Rd. Ghent, NY, 12529 518-672-7878 fax 518-672-7880 subs_adsrenewal@awsna.org