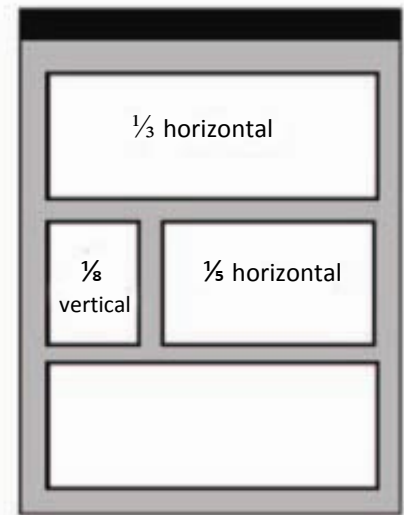
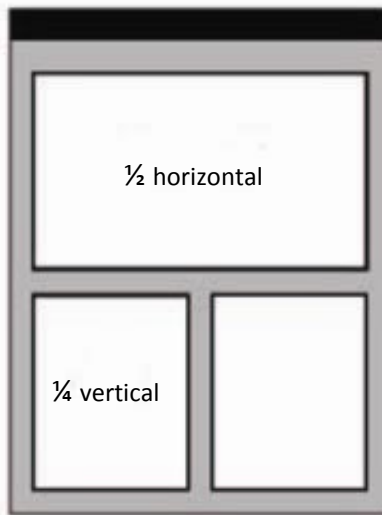
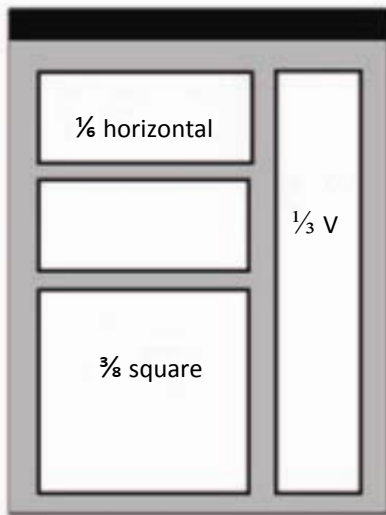


## AD SPECIFICATION SHEET

Founded in 1991, *Renewal* is a publication of the Association of Waldorf Schools of North America. *Renewal's* main purpose is to promote understand 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 a minimum of 64 pages. The trim size of the magazine is 8 ½ 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 2010 Fall/Winter issue was 20,000 copies.



### COLOR & AD SIZES

	<i>Height x Width</i>	<i>Rate 1x</i>	<i>Rate 3x</i>
Full page, inside back cover	9.750" x 7.500"	\$1,200	\$1,100
Full Page	9.750" x 7.500"	\$1,104	\$994
½ Page Horizontal	4.688" x 7.500"	\$761	\$684
¾ Page Square	4.688" x 4.875"	\$598	\$538
⅓ Page Horizontal	3.000" x 7.500"	\$527	\$474
⅓ Page Vertical (long vertical)	2.250" x 9.750"	\$491	\$442
¼ Page Vertical	3.500" x 4.688"	\$409	\$368
⅕ Page Horizontal	3.000" x 4.875"	\$353	\$318
⅙ Page Horizontal	2.150" x 4.875"	\$283	\$254
⅙ Page Vertical-Standard	2.250" x 3.000"	\$214	\$195

### BLACK AND WHITE AD SIZES

#### Please Select Size

	<i>Height x Width</i>	<i>Rate 1x</i>	<i>Rate 3x</i>
Full Page	9.750" x 7.500"	\$920	\$828
½ Page Horizontal	4.688" x 7.500"	\$634	\$570
¾ Page Square	4.688" x 4.875"	\$498	\$448
⅓ Page Horizontal	3.000" x 7.500"	\$439	\$395
⅓ Page Vertical (long vertical)	2.250" x 9.750"	\$409	\$368
¼ Page Vertical	3.500" x 4.688"	\$341	\$307
⅕ Page Horizontal	3.000" x 4.875"	\$294	\$265
⅙ Page Horizontal	2.150" x 4.875"	\$236	\$212
⅙ Page Vertical-Standard	2.250" x 3.000"	\$178	\$165

## DEADLINES

Issue	Space Reservation	Ad Submission
Spring/Summer	February 15 <sup>th</sup>	March 10 <sup>th</sup>
Fall/Winter	August 15 <sup>th</sup>	September 10 <sup>th</sup>

## ADVERTISEMENT SPECIFICATIONS

- ◆ *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 A. Turowski at [subs\\_adsrenewal@awsna.org](mailto: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. If your ad is not the correct size there will be an additional \$50 charge. 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 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 any time. However, full payment must accompany all first-time placements when the space reservation is made.

## 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

- Spring/Summer 2011
  Fall/Winter 2011
  Spring/Summer 2012

### COLOR & AD SIZES

**Please Select Size**

- Full page, inside back cover
- Full Page
- 1/2 Page Horizontal
- 3/8 Page Square
- 1/3 Page Horizontal
- 1/3 Page Vertical (long vertical)
- 1/4 Page Vertical
- 1/5 Page Horizontal
- 1/6 Page Horizontal
- 1/6 Page Vertical-Standard

**Width x Height**

- 7.500" x 9.500"
- 7.500" x 9.500"
- 4.688" x 7.500"
- 4.688" x 4.875"
- 3.000" x 7.500"
- 2.250" x 9.750"
- 3.500" x 4.688"
- 3.000" x 4.875"
- 2.150" x 4.875"
- 2.250" x 3.000"

**Please Select Rate**

- |                                  |    |                                  |
|----------------------------------|----|----------------------------------|
| <input type="radio"/> 1x \$1,200 | or | <input type="radio"/> 3x \$1,100 |
| <input type="radio"/> 1x \$1,104 | or | <input type="radio"/> 3x \$994   |
| <input type="radio"/> 1x \$761   | or | <input type="radio"/> 3x \$684   |
| <input type="radio"/> 1x \$598   | or | <input type="radio"/> 3x \$538   |
| <input type="radio"/> 1x \$527   | or | <input type="radio"/> 3x \$474   |
| <input type="radio"/> 1x \$491   | or | <input type="radio"/> 3x \$442   |
| <input type="radio"/> 1x \$409   | or | <input type="radio"/> 3x \$368   |
| <input type="radio"/> 1x \$353   | or | <input type="radio"/> 3x \$318   |
| <input type="radio"/> 1x \$283   | or | <input type="radio"/> 3x \$254   |
| <input type="radio"/> 1x \$214   | or | <input type="radio"/> 3x \$195   |

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- 2.150" x 4.875"
- 2.250" x 3.000"

**Please Select Rate**

- |                                |    |                                |
|--------------------------------|----|--------------------------------|
| <input type="radio"/> 1x \$920 | or | <input type="radio"/> 3x \$828 |
| <input type="radio"/> 1x \$634 | or | <input type="radio"/> 3x \$570 |
| <input type="radio"/> 1x \$498 | or | <input type="radio"/> 3x \$448 |
| <input type="radio"/> 1x \$439 | or | <input type="radio"/> 3x \$395 |
| <input type="radio"/> 1x \$409 | or | <input type="radio"/> 3x \$368 |
| <input type="radio"/> 1x \$341 | or | <input type="radio"/> 3x \$307 |
| <input type="radio"/> 1x \$294 | or | <input type="radio"/> 3x \$265 |
| <input type="radio"/> 1x \$236 | or | <input type="radio"/> 3x \$212 |
| <input type="radio"/> 1x \$178 | or | <input type="radio"/> 3x \$165 |

### PAYMENT

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

We accept  Mastercard  Visa or  AMEX for ad payment

Credit Card Number	Exp. Sate	Name on Card (printed)	Cardholder's Zip
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We will charge a finance charge of 2.5% per month for accounts 30 days past due. Accounts not responding to request 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
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