1. Technology and Engineering Teacher (TET)
   TET is a useful, highly regarded tool for technology and engineering education—for elementary through high school teachers, university students, teacher educators, and administrators.

2. The Elementary STEM Journal (ESJ)
   The Elementary STEM Journal is the only peer-reviewed magazine devoted exclusively to elementary school technology and engineering education.

### Issue Costs

<table>
<thead>
<tr>
<th>Issue</th>
<th>Cost (rates on page 2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TET September</td>
<td>$__________</td>
</tr>
<tr>
<td>ESJ September</td>
<td>$__________</td>
</tr>
<tr>
<td>TET October</td>
<td>$__________</td>
</tr>
<tr>
<td>TET November</td>
<td>$__________</td>
</tr>
<tr>
<td>TET December/January</td>
<td>$__________</td>
</tr>
<tr>
<td>ESJ December</td>
<td>$__________</td>
</tr>
<tr>
<td>TET February</td>
<td>$__________</td>
</tr>
<tr>
<td>ESJ March</td>
<td>$__________</td>
</tr>
<tr>
<td>TET March</td>
<td>$__________</td>
</tr>
<tr>
<td>TET April</td>
<td>$__________</td>
</tr>
<tr>
<td>TET May/June</td>
<td>$__________</td>
</tr>
<tr>
<td>ESJ May</td>
<td>$__________</td>
</tr>
</tbody>
</table>

#### A. TET and ESJ Subtotal

$__________

**Frequency:**
- 12x
- 8x
- 4x
- 2x
- 1x

**Ad Size:**
- Full Page
- 1/2 Horizontal
- 1/4 Square

**Covers:**
- Cover 2
- Cover 3
- Cover 4
- Back Cover

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### Advance Conference Program

**Issue:**
- 60,000+ circulation

**Cost (rates on back):**
- Advance Conference Program: $__________
- Final Conference Program: $__________

#### B. Annual Meeting Programs SUBTOTAL

$__________

**Ad Size:**
- Full Page
- 1/2 Horizontal

**Covers:**
- Cover 2
- Cover 3
- Cover 4

---

### Final Conference Program

**Issue:**
- 60,000+ circulation

**Cost (rates on back):**
- Advance Conference Program: $__________
- Final Conference Program: $__________

Questions? Contact membership.sales@iteea.org. Or call 703-860-2100.
Ad Specifications

Rate shown above are member rates, and apply only if membership is maintained for the duration of the contract. Nonmembers add 50% to all rates.

**Ad Specifications**

Same ad specifications for all publications.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (Bleed)</td>
<td>8.75&quot;</td>
<td>11.25&quot;</td>
</tr>
<tr>
<td>Full Page (No Bleed)</td>
<td>7.5&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal (Bleed)</td>
<td>8.75&quot;</td>
<td>5.5&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal (No Bleed)</td>
<td>7.25&quot;</td>
<td>4.625&quot;</td>
</tr>
<tr>
<td>1/4 Square (No Bleed)</td>
<td>3.5&quot;</td>
<td>4.625&quot;</td>
</tr>
</tbody>
</table>

**TERMS AND CONDITIONS**

**DEADLINES**

*Technology and Engineering Teacher* and *The Elementary STEM Journal* — A completed contract must be received 45 days prior to the month of the selected issue for each advertiser. Artwork is then due 30 days before the month of the issue.


**ARTWORK SUBMISSION**

Artwork may be emailed directly to reji@iteea.org.

**PAYMENT POLICY**

Rates quoted are per insertion. Rates are net. Except by special advance arrangements, all contracts submitted to reserve ad space are subject to the rates of the advertising (school) year in which ad is published. Ad reservations overlapping two calendar years will be billed at the ad rate of the published year, with frequency discounts honored. All 1x and 2x ad placements require full payment at time of order. All 3x ad reservations require full payment for first insertion at time of order, and subsequent insertions will be billed to credit card provided on contract at closing date for reserved issue. All 8x, and 12x ad reservations also require full payment for first insertion at time of order, and subsequent insertions will be billed to credit card provided on contract at closing date for reserved issue. A 15% discount is available to authorized agencies (see Agencies below); discount not available where agency and advertiser have common ownership. Nonmembers add 50% to all rates. Member rates apply only if membership is maintained for the duration of this contract. All sales are final, and no cancellations will be accepted.

**GENERAL INFORMATION**

All advertising material is subject to approval. ITEEA reserves the right to determine the suitability of all ads submitted for publication or distribution, and to reject ads that do not meet its editorial or production criteria. ITEEA prohibits advertising, exhibiting, and marketing to staffing firms’ regular employees for the explicit purpose of recruiting and soliciting such employees for employment or entrepreneurial opportunities, including but not limited to franchising opportunities. ITEEA reserves the right to determine the suitability of all advertisements, exhibits, and other forms of marketing and solicitations, and, in its sole judgment, may approve, reject, or revoke such for any reason.

- **Agencies.** ITEEA accepts the advertising placed by agencies on behalf of their clients under the rules of agency as defined in the Uniform Commercial Code; therefore, all costs and liabilities associated with the placement of such advertising are the responsibility of the company for which such advertising space was ordered. A 15% discount is available to authorized agencies with prepayment. However, discounts are not available where agency and advertiser have common ownership. Failure on the part of an advertising agency to pay for space ordered does not release the client company from obligation to pay for all costs contracted on its behalf.

- **Materials and Regulations.** Artwork must arrive by specified closing dates. ITEEA, or contracted printers, will not edit, design, or alter any advertiser-submitted ad. Ads must be resubmitted by artwork deadline for advertisers to alter ads in any manner. If advertiser fails to provide required material to meet deadline in which space has been ordered, the last published advertisement available will be repeated. If no advertisement is available, the advertiser will be billed for the space reserved. Each advertiser or agency will receive two copies of the current issue. The words “advertisement” or “special advertising section” will be placed with ads that, in the publisher’s opinion, resemble editorial matter. ITEEA is not responsible for shifts in color due to differences between the file and the proof. ITEEA reserves the right to reject improperly prepared materials.

- **Basic Formatting and Specifications.** Artwork should be submitted as high-resolution, press-optimized PDF files, with all fonts and images embedded. Allow 1/8" bleed on all sides of full-page bleeds; crop marks should be included outside of ad area (set off at 1/8”). For partial-page ads, do not submit ads with bleed or crop marks (sizes must measure specified live area). Files need to be colored using a 4-color build. Photos need to be CMYK (not RGB) and at least 300dpi. Acceptable image file formats are: JPEG, TIF, PNG, EPS, PSD, or PDF. In CMYK or Grayscale mode – 300 dpi preferred on raster files. Include all screen and printer fonts (fonts need to be embedded). Line art should be saved as vector-based EPS or minimum 800 ppi bitmap mode TIF.