

Our Publications

Public School Montessorian (Quarterly)

An independent newspaper distributed free to every public and private Montessori school, training center and professional organization in the U.S.

Montessori Community Directory (Spring)

The directory of Montessori schools, teacher education centers, vendors and organizations in the United States Montessori community.

Teacher Education Center Survey (Spring)

Centers that advertise at the eighth-page level or larger are invited to provide up to 150 words at no charge in our annual special section.

Montessori Materials Guide (Summer)

A widely circulated purchaser's guide to Montessori materials and services.

Other Placement Opportunities

Exhibit Hall in a Bag (Summer)

Distribute your flyer, catalog, postcard or brochure in our shrink-wrapped package at a cost substantially lower than mailing your own.

Market Place Ads (Quarterly)

Classified ads are printed in Public School Montessorian and posted at jola-montessori.com.

The price per insertion (3 months for both the print and online run) is as follows:

Ads 25 words and less:	\$25
Ads over 25 words:	\$2 per additional word

Display Rates & Art Specifications

Print Advertisements

Size	Single Insertion	Contract* Per issue
Full page	\$1,250	\$900
Half page	\$950	\$700
Quarter page	\$700	\$500
Eighth page	\$500	\$375
Sixteenth page	\$400	\$275

*Minimum contract is for 4 insertions

File Type:

TIF or PDF

Color Mode:

CMYK, Grayscale or Black and White (if bitmap)

Resolution:

300 dpi if CMYK/Grayscale

600 if B&W Bitmap

Please note:

The size of advertisements changes according to publication. See the Mechanical listing on the back panel for more information.

Cover Placement

Back cover: Full Color: \$1,800

Inserts

\$1,050 minimum except Exhibit Hall in a Bag.

Actual price depends on weight.

Exhibit Hall in a Bag information is provided separately. Please inquire.

Color Printing

Full Color: Add \$300

Spot Color: Add \$100 per color

Art Charge

We are happy to provide our advertisers with assistance in creating and editing their advertisements. To do this, we need the original file (e.g., Photoshop, Indesign or Illustrator). Keep our deadlines in mind when requesting changes and/or creating new ads.

Standard Art Charge (dependent on amount of work and time taken): \$50

Deadlines

Keeping to advertising deadlines guarantees distribution and placement, so please keep the following deadlines in mind.

Publication

Fall
Winter
Spring
Summer

Reservation

Aug. 8
Nov. 14
Feb. 6
April 17

Artwork

Aug. 15
Nov. 21
Feb. 13
April 24

Mechanical

Public School Montessorian

	<i>width x depth</i>	
Print area	10" x 15"	
Full page	10" x 15"	
Half page	5" x 15" 10" x 7.5"	Vertical Horizontal
Quarter page	2.5" x 15" 5" x 7.5" 10" x 3.75"	Vertical 1 Column Vertical 2 Column Horizontal 4 Column
Eighth page	2.5" x 7.5" 5" x 3.75"	Vertical 1 Column Horizontal 2 Column
Sixteenth page	2.5" x 3.75" 5" x 1.75"	Vertical Horizontal

Montessori Community Resource

	<i>width x depth</i>	
Print Area	5.75" x 9"	
Full page	5.75" x 9"	
Half page	2.75" x 9" 5.75" x 4.5"	Vertical Horizontal
Quarter page	2.75" x 4.5" 5.75" x 2.25"	Vertical Horizontal
Eighth page	2.75" x 2.25"	Vertical

Montessori Materials Guide

	<i>width x depth</i>	
Print Area	7" x 9"	
Full page	7" x 9"	
Half page	3.5" x 9" 7" x 4.5"	Vertical Horizontal
Quarter page	3.5" x 4.5" 7" x 2.25"	Vertical Horizontal
Eighth page	3.5" x 2.25"	Vertical

Policies

- Ad publication is dependent upon available space.
- The advertiser agrees to defend and indemnify the publisher against any and all liability, loss or expense incurred from claims of trademarks, trade names or patents, violations of rights of privacy and infringements of copyrights and propriety rights resulting from the publication of the advertiser's advertisements.
- Publisher reserves the right to refuse advertising deemed inappropriate.
- Advertisers who have contracted for multiple insertions at discounted rates and who fail to fulfill the terms of the contract shall be liable for payment for those ads printed at full, rather than discounted rates, plus any reasonable costs of collection.
- Errors and omissions:
 - * The publisher will not be responsible for any omissions or errors if correct copy is not supplied by the advertiser by the closing date.
 - * The publisher will not be liable for slight changes or typographical errors which do not lessen the value of an advertisement. In the event of an error for which the publisher is responsible, its liability shall be limited to republishing the advertisement or a suitable adjustment of the billing, not to exceed the cost of the incorrect portion of the ad.

Jola Publications

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jola-montessori.com



2008-2009

Advertising Information & Rates

public school 
montessorian
the Montessori community newspaper

Montessori
materials guide

Montessori
Community Resource