

Mechanical

Public School Montessorian

	width x depth	
Print area	10" x 15"	
Full page	10" x 15"	
Half page	5" x 15" Vertical	10" x 7.5" Horizontal
Quarter page	2.5" x 15" Vertical 1 column	5" x 7.5" Vertical 2 columns
		10" x 3.75" Horizontal 4 columns
Eighth page	2.5" x 7.5" Vertical 1 column	5" x 3.75" Horizontal 2 columns
Sixteenth page	2.5" x 3.75" Vertical	5" x 1.75" Horizontal

Montessori Community Directory

	width x depth	
Print area	6.25" x 9.5"	
Full page	6.25" x 9.5"	
Half page	3" x 9.5" Vertical	6.25" x 4.5" Horizontal
Quarter page	3" x 4.5" Vertical	6.25" x 2.25" Horizontal
Eighth page	3" x 2.25" Vertical	

Montessori Materials Guide

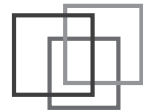
	width x depth	
Print area	7.25" x 9.25"	
Full page	7.25" x 9.25"	
Half page	3.5" x 9.25" Vertical	7.25" x 4.5" Horizontal
Quarter page	3.5" x 4.5" Vertical	7.25" x 2.25" Horizontal
Eighth page	3.5" x 2.25" Vertical	

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.

Please note:

The size of advertisements changes according to publication See the mechanical listing for more information.



public school
montessorian

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Minneapolis, MN 55411
Phone (612) 529-5001
Toll free: 866 565-2782
Fax (612) 521-2289

jola-montessori.com

*Trinomial cube Pink tower Moveable
alphabet Knobless cylinders Golden
beads Cylinder block Metal insets
Sandpaper letters Botany cards Spin
dle box Number rods Puzzle maps
Stamp game Dressing frames Color
tablets Sound boxes Geometric solids*

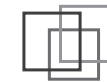
2011-2012

**Advertising Information
& Rates**

public school
montessorian

Montessori Materials Guide

Montessori Community
Directory



public school
montessorian

*Metal insets Sandpaper letters Botany
cards Spindle box Number rods
Puzzle maps Stamp game Dressing
frames Color tablets Sound boxes
Geometric solids Trinomial cube Pink
tower Moveable alphabet Knobless
cylinders Golden beads Cylinder block*

Our publications

Public School Montessorian (Quarterly)

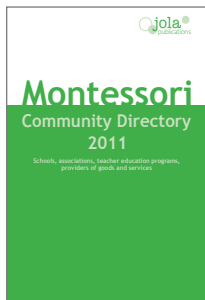
An independent newspaper distributed free to every public and private Montessori school, training center and professional organization in the U.S.



Teacher Education Center Survey (Spring)

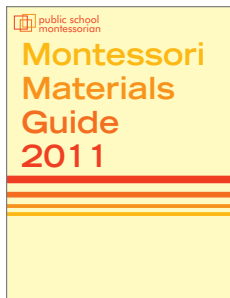
Centers that advertise at the eighth-page level or larger are invited to provide up to 150 words at no charge in our annual special section.

Montessori Community Directory (Spring)



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

Montessori Materials Guide (Summer)



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

Deadlines

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

Publication	Reservation	Artwork
Fall	Aug. 5, 2011	Aug. 12, 2011
Winter	Nov. 11, 2011	Nov. 18, 2011
Spring	Feb. 3, 2012	Feb. 10, 2012
Summer	April 13, 2012	April 20, 2012

Display rates

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 four insertions

Inserts/Flyers

\$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.

Art specifications

File type:

TIF or PDF

Color mode:

CMYK or grayscale

Resolution:

300 dpi

Cover placement

Back cover: Full color: \$1,800

Color printing

Full color: Add \$300

Spot color: Add \$100 per color

Art charge \$50

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.

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 the *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