

The FLORIDA Reading JOURNAL

ADVERTISING INFORMATION

To: Persons interested in obtaining ad space, Advertising Managers, or Advertising Departments.

Inquiries for space or information may be sent to **Ruth Sylvester**, editor *Florida Reading Journal* (TIN # 23 - 7015912) Phone : (904) 620-1761 Fax :(904) 620-1025 Email: ruthsyv@poly.usf.edu

Deadlines for Submission:

It is very important that all deadlines be met and that information (**LEGIBLE** names, addresses, phone/fax numbers, camera ready copy, payment, etc.) is sent to the correct people. Delays complicate getting the *Journal* to press on time. The deadlines for the submission of advertisements for upcoming editions of *Florida Reading Journal* are:

January 15, for the February Issue	June 1, for the July Issue	July 1, for the Conference Program	October 31, for the December Issue
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Printing Requirements:

Printing necessities require that ads for the *Florida Reading Journal* be formatted as follows:

- **Preferred:** Pdf format sized to fit the ad space on the page, with all fonts embedded and saved at 300 dpi.
- Or if the final size is not known, or subject to change from one issue to the next, we would need the files saved in their native format (i.e. :Illustrator, Quark,etc., with all fonts and graphics included within the same folder.
- Camera ready is also acceptable (uncompressed tiff format preferred).

Send an electronic version of the ad(s) to Ruth Sylvester at the following e-mail address:
ruthsyv@poly.usf.edu

Thank you for all your cooperation and help.

Sincerely,

Katrina Hall, Editor,
Florida Reading Journal (TIN # 23 - 7015912)
Phone : (904) 620-1761 Fax :(904) 620-1025
Email: khall@unf.edu.

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ADVERTISING INFORMATION

ORDER FORM *(send with payment)*

	<i>Spring</i>	<i>Summer</i>	<i>Fall (Conf.)</i>	<i>Winter</i>
Full Page	_____	_____	_____	_____
Half Page	_____	_____	_____	_____
Quarter Page	_____	_____	_____	_____
Back/Front Inside Cover	_____	_____	_____	_____
Outside Back Cover	_____	_____	_____	_____
Centerfold	_____	_____	_____	_____

Company _____

Authorized Signature _____

Date _____ Title: _____ Tel. _____

Print/Type

Name _____

E-MAIL ADDRESS _____

Web site (complimentary listing for advertisers & exhibitors) _____

Advertising Rates and Sizes:

Space for advertising is available in quarter page, half page, full page, and centerfold (two page layout).

Layout	Single Issue	Full year	Conference issue only
Full page 6 1/2"w X 8"h	\$235.00(issue)	4 issues 235x4=940-10%=\$846.00	\$285.00 (single insertion)
Half page 6 1/2"w X 4"h	\$120.00(issue)	4 issues 120x4=480-10%=\$432.00	\$170.00 (single insertion)
Quarter page 6 1/2"w X 2"h	\$90.00(issue)	4 issues 90x 4=360-10%=\$324.00	\$100.00 (single insertion)
Back/Front inside cover 6 1/2"w X 8"h	\$310.00(issue)	4 issues 310x4=1240-10%=\$1116.00	\$385.00 (single insertion)
Back cover outside 6 1/2"w X 5"h	\$370.00 (issue)	4 issues 370x4=1480-10%=\$1332.00	\$445.00 (single insertion)
Centerfold 13"w X 8"h	\$545.00(issue)	4 issues 545x4=2100-10%=\$1970.00	\$645.00 (single insertion)

A promotional discount, 10%, is available to those advertisers who commit to advertise (display ads only - full page, 1/2 page or 1/4 page) in all four issues of the Journal. The display ads must be of the same size and paid for in advance.

<p>Send this completed form with checks made Payable to :FL Reading Journal and sent to: Joan Coan, FRA Advertising and Exhibits coordinator, 4041 Haws Lane, Orlando, Fl 32814.</p>	<p>When payment has been approved send camera ready ads to: Ruth Sylvester: ruthsylv@poly.usf.edu</p>
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