

FLORIDA Reading QUARTERLY

ADVERTISING INFORMATION

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

Inquiries for space or information may be sent to **Katrina Hall**, editor *Florida Reading Quarterly* (TIN # 23 - 7015912) Phone : (904) 620-1761 Fax :(904) 620-1025 Email: khall@unf.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 Quarterly to press on time. The deadlines for the submission of advertisements for upcoming editions of *Florida Reading Quarterly* are:

January 1, for the February Issue	June 1, for the July Issue	July 1, for the August (Conference) Issue	October 15, for the November Issue
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Printing Requirements:

Printing necessities require that ads for the Florida Reading Quarterly 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.

Send camera ready ads to: **Robin Crawford, University of Florida, School of Teaching & Learning, PO Box 117048, 2215 Norman Hall, Gainesville, FL 32611 - 7048. Tel. (352) 392 - 9191 Ext. 236. Email: peeke@coe.ufl.edu**

Thank you for all your cooperation and help.

Sincerely,

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

FLORIDA **Reading** QUARTERLY

ADVERTISING INFORMATION

ORDER FORM (send with payment)

	Spring '07	Summer '07	Fall '07 (Conf.)	Winter '07-08
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 Quarterly. 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 Quarterly 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: Robin Crawford, University of Florida, School of Teaching & Learning, PO Box 117048, 2215 Norman Hall, Gainesville, FL 32611 - 7048. Tel. (352) 392 - 9191 Ext. 236. Email: peeke@coe.ufl.edu</p>
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