



Journalism &
Mass
Communication

Educator

A publication of the Association for Education in Journalism and Mass Communication

Background:

Journalism & Mass Communication Educator addresses the professional needs of journalism educators and administrators. It includes articles on teaching techniques, new courses and technology. *J/MCE* also offers statistical information on student enrollments and career interests, trends in curriculum design, surveys and opinion polls, plus teaching tips and book reviews. Published quarterly, *J/MCE* has a circulation of **4,151** (September 2007) and is mailed to all association members as well as scores of industry groups, communication organizations and libraries. It offers a direct avenue of communication to scholars, educators, practitioners, and students in the field of journalism and mass communication.

Specifications:

Journalism & Mass Communication Educator is printed in a 6" x 9" format. Full-page and horizontal half-page space is available with page location on a first-come basis. Ad sizes are 4 5/8" x 7 5/8" (full page), 4 5/8" x 3 5/8" (half page), and 4 5/8" x 6 5/8" (back cover). Ad content is subject to approval of the publisher. Advertisers should submit copy as a high resolution PDF. No bleed pages. Recommended screens are 120-150 with 133 preferred. Process color is available with cost quoted upon request.

Special Placement Requests: Limited consecutive pages and/or consecutive right-hand pages available at regular rate plus \$100 placement fee per page. A maximum of four consecutive pages or three consecutive right-hand pages will be sold, although an advertiser may request similar placements elsewhere in the publication.

Payment and Billing:

No agency or cash discounts will be given. Payment in advance is appreciated but not required. AEJMC accepts VISA, MasterCard, Discover and American Express. Invoices, if payment is not received in advance, and tearsheets will be mailed to all advertisers after publication. For further information and space reservation, contact Fred Williams by email at

Fredaejmc@aol.com or call at (803) 798-0274.

Ad Rates:

Back Cover:	\$275
Inside Covers:	\$200
End Page:	\$200
Facing Pages:	\$500
*Full Page:	\$200
*Half Page:	\$125

***Member Rates:** If your school is a member of the Association of Schools of Journalism and Mass Communication or your organization is a member of the Council of Affiliates, you receive a 30% discount off full page (**\$140**) and half page (**\$88**) placements as a membership benefit. If membership status changes during the contract terms, regular rates will apply.

Deadlines:

Issue	Reservation Deadline	Copy Deadline	Publication Date
Spring	Jan 15	Feb 15	April
Summer	April 15	May 15	July
Autumn	July 15	Aug 15	October
Winter	Dec 15	Jan 6	February

Send Advertising Copy to:

Fred Williams, AEJMC, 234 Outlet Pointe Blvd., Suite A, Columbia SC 29210-5667, office: (803) 798-0274, Fax: (803) 772-3509, and you should email the advertisement PDF file to: Educator_Advertising@aejmc.org.

AEJMC reserves the right to assign advertising space. Positions are assigned on a first-reserved, first-assigned basis. However, positions will be assigned to those paying a discounted rate after assigning those paying the full rate. Advertisements must be camera-ready artwork. ANY expenses incurred in the design, layout, past-up, typesetting or camera work will be billed to the advertiser. **Rates effective January 1, 2008. This rate card supersedes previously published rates.**