

# Mission Statement

*“To Encourage, Equip and Empower  
Christian Educators Serving in Public  
and Private Schools”*



## Target Audience

Teachers of Vision magazine is published four times annually. The vast majority of readers are employed in public schools; however, members of CEAI also include Christians in private and Christian schools.



CEAI is a member of:

- Evangelical Press Association
- Evangelical Council for Financial Accountability
- National Association of Evangelicals.

# General Information

**Send all questions and payment to:**



Christian Educators Association Int'l  
227 N. Magnolia Ave., Suite 2  
Anaheim, CA 92801

**Clearly identify all ad material  
as follows:**

Advertiser Name:  
Issue Date:  
Size of Ad:  
Number of Photos:

All copy, text and illustrations are subject to the publisher's approval. *Teachers of Vision* will reject or exclude copy that is contrary to federal and state regulations, in bad taste, unethical, misleading, questionable in character, or otherwise inappropriate or incompatible with the character of the publication.

No allowance is made for errors in key numbers.

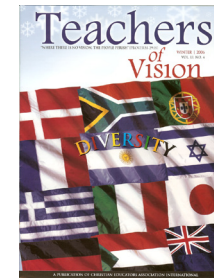
All verbal instructions regarding contracts or insertions must be confirmed in writing.



**For additional information  
contact CEAI at:  
(714) 761-1476  
tov@ceai.org**

# Teachers of Vision

May 2011



## Magazine Profile

*Teachers of Vision* is a publication of Christian Educators Association International CEAI is a professional membership association of private and public school educators who role model living out faith and work in schools across the United States.

*Teachers of Vision* publishes inspirational articles, interviews, articles on educational issues, organizational news items, and how-to articles containing helpful hints for the classroom teacher on living out one's faith in legal, appropriate ways. Readers include classroom teachers, school administrators, school staff, board members and retired educators. Current readership is twenty thousand.



## Schedule

Closing date for all orders, copy and art: 15th of the month, three months preceding date of issue. (For example, ad to appear in April 2010 issue should be submitted by January 15, 2010)

Cancellations or changes not accepted after closing date.

## General Ad Rates **TEACHERS OF VISION** Magazine

Space	1X	2X	3X	4X
<b>1/8 page</b> Vertical 1.75" w x 5" h Horizontal 3.75" w x 2.375" h	\$255	\$250	\$240	\$235
<b>1/6 page</b> Vertical, 2.5" w x 5" h Horizontal 3.75" w x 3.3" h	\$300	\$290	\$285	\$280
<b>1/4 page</b> Vertical 3.75" w x 5" h Horizontal 8" w x 2.35" h	\$350	\$335	\$330	\$325
<b>1/2 page</b> Vertical 3.75" w x 10.5" h Horizontal 8" w x 5" h	\$425	\$410	\$400	\$395
<b>2/3 page</b> Vertical 5" w x 10.5" h	\$500	\$480	\$470	\$465
<b>Full page</b> 8" w x 10.5" h	\$600	\$550	\$525	\$550
<b>Two-page spread</b>	\$1050	\$975	\$950	\$940
<b>Cover Prices as follows:</b>				
<b>2nd cover</b>	\$675	\$660	\$650	\$645
<b>3rd cover</b>	\$700	\$685	\$675	\$660
<b>4th cover</b>	\$800	\$780	\$770	\$765
<b>Color</b>				
<b>Second color</b>	\$125			
<b>Full Color</b>	\$175			
<b>Special position</b>	charge 10%			
<b>Classified ads</b>	8 per line, minimum \$75			

## Mechanical Requirements

*Teachers of Vision* is printed on an offset press and specifications apply.

**AD CREATION:** Ads must be created in one of four programs: Quark Xpress (preferred), Adobe Illustrator, Corel Draw or Adobe Photoshop layers. All art and fonts (screen and printer fonts) used in the creation of the ad must be included with the ad document on the disk - Outline fonts if you do not wish to include them.

Do not apply style attributes to basic fonts (menu fonts), such as manually applying bold or italic. Instead, use the actual bold or italic font. Colors used in the ad are to be converted to CMYK (no spot or PMS colors) and renamed (do not use the default New Color name).

If an ad is created in Photoshop layers, the document is not to be flattened, and type must be left in type form, not rasterized and with no special effects added to the type. If these specifications are not followed, we will not process the ad.

**AD ELEMENTS:** Images used in the ad are to be saved at 300 dpi, CMYK, in TIFF or EPS format. Art created in Illustrator should be CMYK and all spot and PMS colors converted to process (CMYK).

### PROOFS:

PROOFS. An actual size color proof of the ad must accompany the document.

**MEDIA:** Ads will be accepted on CD, DVD and Zip disks. **Mail to:** Doctorian Productions, Attn.: Hovsep, 2355 E. Washington Blvd., Pasadena, CA 91104  
E-mail files to: [hovsep@docprod.com](mailto:hovsep@docprod.com)

**Ad content will be approved and must conform to size.**