

Teachers of Vision (TOV) Ad Guidelines

Our Publication

TOV is an award-winning magazine designed to encourage, equip, and empower Christian educators serving in public and private education.

Our Audience

Our audience is primarily K - 12 public school educators looking for articles that inspire and provide practical ideas they can use in their profession. While the print version of *TOV* magazine is reserved for CEAI members, *TOV*'s digital version is a free resource available to the general public.

Our Schedule

| Issue | Ad Submission Deadline | Publication |
|----------------|------------------------|-----------------------|
| Back to School | May 1st | First Week in August |
| Winter | November 1st | First Week in January |
| Spring | February 1st | First Week in April |

Rates

| Size | 1x | 2x | 3x |
|---|--------|--------|--------|
| ½ Page Vertical 3.75”w x 10.5”h Horizontal 8”w x 5”h | \$500 | \$450 | \$400 |
| Full Page 8”w x 10.5”h | \$700 | \$625 | \$550 |
| Two-Page Spread 16”w x 10.5”h | \$1200 | \$1100 | \$1000 |

Requirements

TOV is printed on an offset press and the following specifications apply:

ARTWORK:

- Images minimum resolution of 300 dpi and must be in CMYK
- Fonts must be embedded
- Bleeds must be a minimum of .25 inches
- Text and important information should be kept .25 inches inside of trim

FORMAT:

- Adobe PDF (preferred)
- Illustrator: All text must be converted to outlines and saved as an EPS
- Photoshop: Saved as a flattened TIFF or JPG

Please Note: Native files such as QuarkXpress, In Design, Microsoft Word, Publisher are not acceptable.

AD CONTENT APPROVAL:

- All copy, text, and illustrations are subject to the publisher's approval. *TOV* 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.
- All verbal instructions regarding contracts or insertions must be confirmed in writing.

SUBMISSION:

- Email: dmadere@ceai.org (files smaller than 10 megabytes)
- Dropbox (files larger than 10 megabytes)