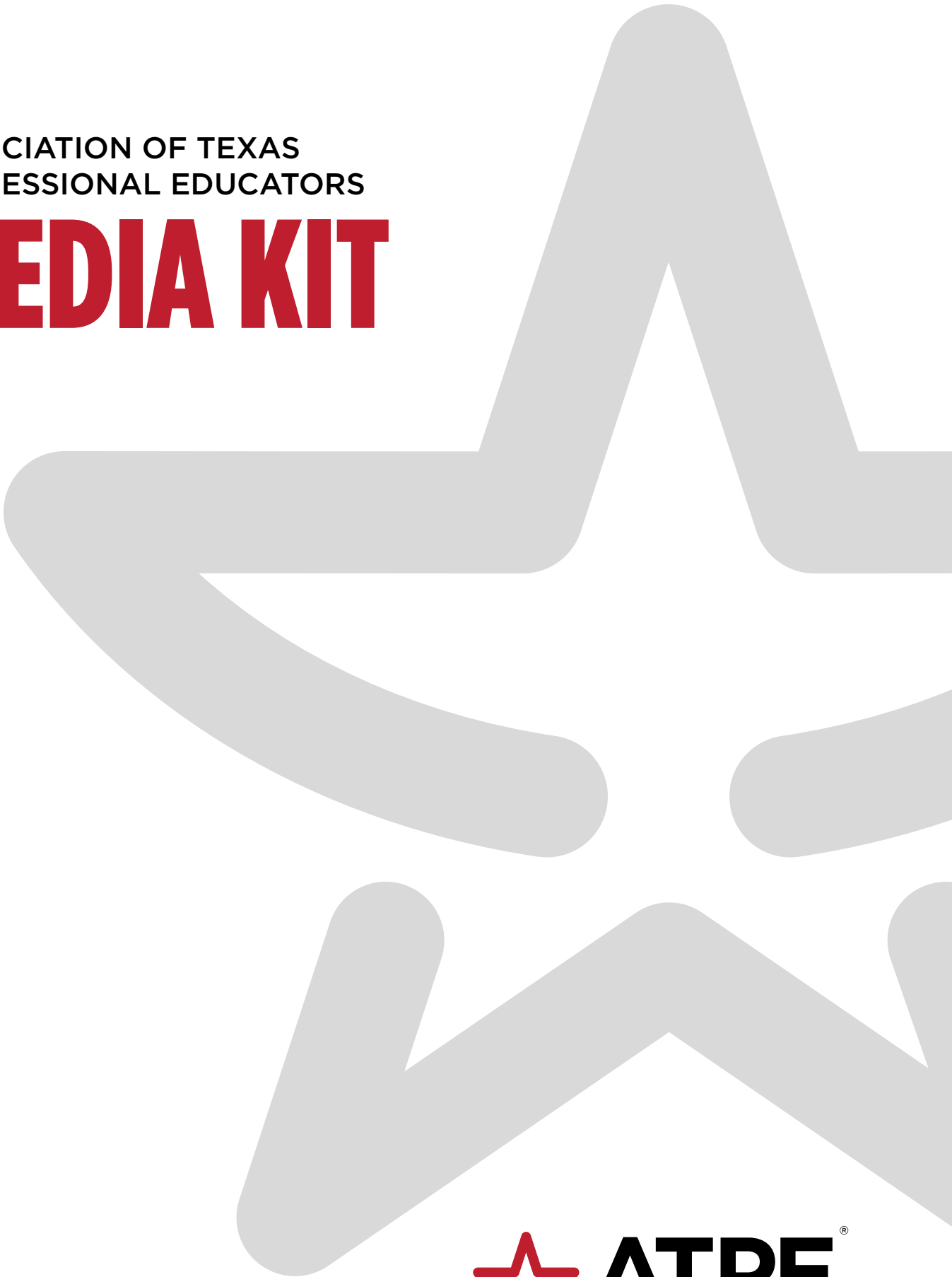


ASSOCIATION OF TEXAS
PROFESSIONAL EDUCATORS

MEDIA KIT



Reach up to **90,000** Texas educators by advertising with ATPE!

The Audience

The Association of Texas Professional Educators (ATPE) is a membership organization for Texas public school employees. More than 70% of all members are teachers, but the organization is inclusive and welcomes members ranging from school bus drivers to educational aides and administrators. In addition, ATPE communications reach all Texas public school superintendents, legislators and other government officials, and public members. Current membership is nearly 90,000.

ATPE News Magazine Advertising

ATPE News is an award-winning quarterly digital magazine published for the members of the Association of Texas Professional Educators—the largest educators' organization in Texas. The magazine's digital circulation is approximately 72,000. The magazine addresses the most important issues affecting public education in the state of Texas. Editorial content includes in-depth articles that offer insight into the latest education debates, must-read articles that offer how-to tips for the classroom, legal columns relating to public school employment, updates on legislative actions that impact public schools, and news about the association and its members.

ATPE Digital Advertising

All issues of the digital edition of *ATPE News* contain advertising from the print edition, which is important because ATPE regularly shares links to articles via its social media sites. In addition, advertising is available on the ATPE website and in the bimonthly (twice per month) newsletters. From blogs and legislative updates to benefits and discounts, the content on the ATPE website is updated regularly to keep members engaged, and email newsletters are sent to all members with the latest news from the ATPE state office and across Texas.



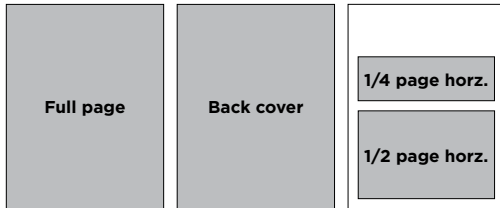
THE ATPE VISION

ATPE supports the state's largest community of educators who are dedicated to elevating public education in Texas.

Advertising Options

RETAIL ADVERTISING DIMENSIONS

Full page	8" x 10.875"
Back cover	8" x 10.875"
Half page, horizontal	7" x 4.6"
Quarter page, horizontal	7" x 2.175"



RATES (FOUR-COLOR INCLUDED)

Frequency rates are based on 1 year.

Size	1X	2X	3X	4X
Full page	\$1,975	\$1,900	\$1,825	\$1,750
Back cover	\$2,250	\$2,175	\$2,100	\$2,025
Half page	\$975	\$925	\$900	\$875
Quarter page	\$525	\$500	\$475	\$450

ATPE News advertising rates are priced low in order to give our advertisers the best possible value, therefore we cannot offer discounts to advertising agencies.

Production Charges

The cost of any required adjustments (typesetting, alterations, etc.) to retail ads will be billed to the advertiser or agency. These charges will be assessed on a case-by-case basis.

Billing

New advertisers must prepay for the first ad or provide three credit references upon contract submission. Existing advertisers are billed invoice with payment being due within 30 days of the invoice date. All advertisers are sent a complimentary digital edition of ATPE News after each issue is digitally distributed to ATPE members. Political ads must be prepaid.

Submission Requirements

All ads should be submitted via email to creative@jsjmedia.com.

ART REQUIREMENTS:

- Acceptable file type: PDF.
- Files must be in RGB color mode.
- All fonts must be converted to outlines.
- All bitmap images should be at least 300 dpi.

Deadlines

ATPE News is published quarterly: fall (emailed early August), winter (emailed mid-November), spring (emailed early February), and summer (emailed early May). Advertising space is limited, so please reserve space by the following insertion deadlines:

Winter 2023	9/28 (insert), 10/5 (art), 11/16 (email)
Spring 2024	12/7 (insert), 12/15 (art), 2/8 (email)
Summer 2024	3/19 (insert), 3/26 (art), 5/2 (email)
Fall 2024	6/10 (insert), 6/20 (art), 8/8 (email)

Contact Information

Association Revenue Partners
 1721 West Plano Pkwy, Suite 122
 Plano, TX 75075
 Phone: 855-790-0001
 Email: info@associationrevenuepartners.com

CONDITIONS

ATPE News reserves the right to reject any advertising for any reason. Alcohol, tobacco, and firearms product advertising as well as any service or product of a sexual nature will not be accepted. Advertising may be labeled "Advertisement" and/or boxed.

CANCELLATIONS

All ad placements are limited in nature, and all cancellation requests must be made in writing within three days of purchase.

ATPE DIGITAL ADVERTISING—E-NEWSLETTERS

Reach Approximately 72,000 Texas Educators Twice Per Month

Advertising is available in the ATPE (twice monthly*) newsletters. From legislative updates to benefits and discounts, the content in the ATPE newsletters keeps members engaged. Newsletters are sent to all members with the latest news from the ATPE state office and across Texas.

AVAILABLE AD SIZES AND PRICING

Banners	6 months	1 year
Top Banner 600 x 100 Pixels	\$3,500	\$5,950
Side Banner 160 x 300 Pixels	\$3,000	\$5,100
Body Banner 600 x 100 Pixels	\$3,000	\$5,100
Featured Showcase (3 total)	6 months	1 year
160 x 160 pixels, 70 words or less	\$2,500	\$4,250
Premium Showcase (1 total)	6 months	1 year
600 x 300 pixels, 70 words or less	\$5,000	\$8,500

*July, November, and December will feature only one ATPE newsletter.

ATPE DIGITAL ADVERTISING—WEBSITE

Reach 90,000 Members All Year Long

Advertising is available on the ATPE website where the content is updated several times each week. The banner allows for your company's message to be displayed prominently on the homepage and section landing pages within the website. All positions are available on a first come, first served basis.

AVAILABLE AD SIZES AND PRICING

Banners	1 year
Top Banner 728 x 90 Pixels.....	\$5,000
Box Banner 300 x 250 Pixels.....	\$3,500

Need help with ad design?

Our graphic services are included.

