



Advertising & Production Information

We accept ads by email, CD and FTP. Film negatives should be screened at 85-100 lines per inch and should be right reading, emulsion down. Please forward proofs of ads along with disks and film. Note: Ads received on disk or by email must be either QuarkXpress, InDesign, Illustrator or PDF format only. Postscript fonts recommended. Be sure to include all fonts and graphics if using QuarkXpress or InDesign files. Be sure to embed fonts if using PDF formats. We recommend using no point size smaller than 8. Black text should be 100% black, not four color process for best results.

Rates are non-commissionable. A small fee may be charged for some production and design work which will be quoted by the publisher. Proof of ads and advertorials will be provided to the advertiser before the publication date.

Payment and Terms

All advertisers are billed when insertion order is placed; the invoice is our contract. *Virginia Field Trips* accepts prepayment; all invoices are due upon receipt. All advertisers will receive tear sheets/copies upon publication and, if required, will be invoiced at that time. Advertising rates are guaranteed for the length of the contract. We accept credit/debit cards - Amex, MC, Visa, Discover.

Mail all Press Releases, Editorial Ideas and Advertising Materials

EC Publishing, LLC
Attention: Editor

P.O. Box 845, Abingdon, VA 24212
Phone: 1-800-357-0121 - Fax: (276) 739-0015
Email: editor@virginiafieldtrips.com

Publishers of:
Virginia Field Trips Guide
Carolina Festivals newspaper
Virginia Festivals newspaper

www.virginiafieldtrips.com

A guide to...

Includes D.C.



ADVERTISING RATES 2010-2011

Why Target the Student/Youth/ Education Market in Virginia?

- Seeding Future Business - children who have had a pleasurable school and field trip experience in the past, frequently return to museums, historic sites and attractions with their parents and grandparents.
- Student travel business remains a growth market in overall travel and tourism business. Very active growth in homeschool and private school markets.
- Easy to identify niche.
- The education market offers tremendous repeat business year after year.
- Large Groups with 2-5 plus buses each field trip.
- Disposable incomes - parents usually provide their children discretionary money for field trips which includes food and gifts.
- Exposes students to both educational and career opportunities - a plus for teachers, parents and students.

Distribution

- Mailed to all K - 8th Grade public and private schools in Virginia – over 1,200 schools.
- Teacher's Lounge Copy sent to over 2,000 schools in Virginia.
- Regular promotion of all advertisers via eNewsletter to dozens of homeschool associations in Virginia.
- Bonus distribution at educational conventions - Virginia principals, assistant principals, homeschool associations.
- Website promotion of all advertisers.

Editorial Features

- Teacher Resource Page - free lesson plans, supplies, educational opportunities, etc.
- Nature Page - featured animal with interesting facts and photos.
- School bus games, trivia.
- New Museums and Attractions Features.
- 5 Fun Field Trips.
- Cavern Guide.
- Centerfold Locator Map.



Two Information Packed Issues Published Each School Calendar Year!

Each issue of Virginia Field Trips Guide coincides with the Fall and Spring Semester Planning schedules for parents and teachers in both public and private schools.



Fall Issue 2010

Advertising Space Closing June 22
Advertising Material Closing June 30
Mid-August School Delivery

Spring Issue 2011

Advertising Space Closing November 19
Advertising Material Closing November 29
Mid-January School Delivery

Advertising Rates & Sizes

Space / Unit Size	1x Rate per insertion	2x Rate per insertion
Front Cover	\$2,675.00	\$2,475.00
Back Cover	\$2,395.00	\$2,255.00
Full Page (or advertorial)	\$2,275.00	\$2,150.00
1/2 Page (or advertorial)	\$1,695.00	\$1,575.00
1/4 Page (or advertorial)	\$1,195.00	\$1,065.00
1/8 Page	\$725.00	\$685.00
1/16 Page	\$495.00	\$475.00
Color	add \$195.00	

All display advertisers will be placed on the Map Centerfold.

Ad Size

Specifications

Full Page	9.875" W x 10.75" H
1/2 Page Horizontal	9.875" W x 5.25" H
1/2 Page Vertical	4.875" W x 10.75" H
1/4 Page Horizontal	4.875" W x 5.25" H
1/4 Page Vertical	2.375" W x 10.75" H
1/8 Page	4.875" W x 2.625" H
1/16 Page	4.875" W x 1.275" H