

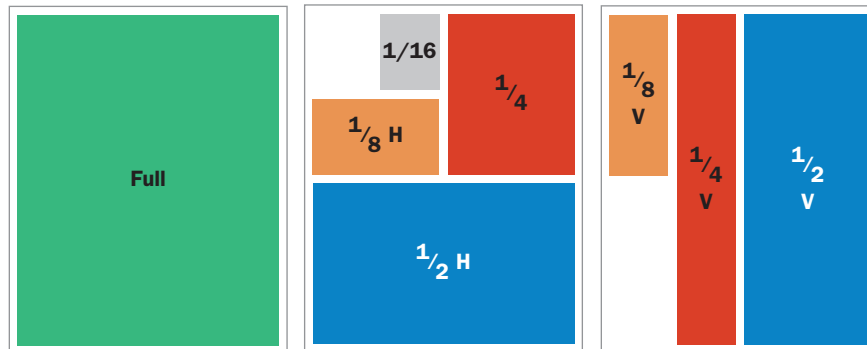
# School News



Education + Communication = A Better Nation

## Advertising Rates Are Per Ad

Choose Frequency:	12x	6x	3x	1x
<b>Premium Placements (full page, color only)</b>				
Back Cover	\$1,491	\$1,747	\$1,964	\$2,130
Page Two, Page Three, Inside Back	\$1,298	\$1,521	\$1,689	\$1,855
<b>Black &amp; White – (Full Color add \$160 to black &amp; white pricing)</b>				
<b>Full</b> 10.5" x 12.5"	\$823	\$964	\$1,081	\$1,175
<b>1/2 H</b> 9.7" x 5.6"	\$462	\$541	\$607	\$660
<b>1/2 V</b> 4.75" x 11.3"	\$462	\$541	\$607	\$660
<b>1/4 H</b> 4.75" x 5.6"	\$263	\$308	\$345	\$375
<b>1/4 V</b> 2.3" x 11.3"	\$263	\$308	\$345	\$375
<b>1/8 H</b> 4.75" x 2.7"	\$139	\$162	\$182	\$198
<b>1/8 V</b> 2.3" x 5.6"	\$139	\$162	\$182	\$198
<b>1/16</b> 2.3" x 2.7"	\$83	\$83	\$83	\$83
(1/16 must run 6x @\$83 each time with no ad copy changes)				
Directory Listings Ask Sales Representative				



Inserts \$55 per 1,000. Ask for specific details.  
Please note the rates are the same for all of our publications except maps and glossy covers.  
Ask your account executive for rates.

**Specifications:** Web offset, 85 linescreen on newsprint, with saddle stitching.  
Trim: 10.5" x 12.5" Live: 10" x 12" Bleed: 11" x 13"

School News Roll Call, LLC

P.O. Box 728 • Seal Beach, CA 90740 • (562) 493-3193

[www.schoolnewsrollcall.com](http://www.schoolnewsrollcall.com)