

A diverse group of professionals, including men and women of various ages and ethnicities, are gathered around a dark conference table in a modern office setting. They are engaged in a collaborative meeting, looking at documents, a tablet, and a laptop. The background features white shelves filled with books and a small potted plant.

# 2022 2023 MEDIA KIT



The Official Publication of the Utah Association of  
Public Charter Schools

## Your Brand, Promoted.

Make sure your company is top of mind. The Charterology magazine is the perfect place to be seen by all the decision makers in the industry. Advertise in this publication and watch your revenue grow.

# Advertise in this publication and get your brand in the hands of your fellow association members, AKA your target market.

## CUTTING-EDGE EDITORIAL CONTENT:

With a streamlined appearance and a high level of relevance, Charterology delivers clear, comprehensive and easy to use information on topics related to the charter school movement and inspires a thought provoking look at what works in education.

The editorial content in the magazine is geared towards the governing boards, administrators, professional staff, and educators of charter schools. Topics typically covered in each issue:

- Trends in Education
- Academic Administration Issues and Concerns
- Staffing and Personnel
- Educational Opportunities
- Professional Development
- Opportunities
- Insurance Benefit Options
- Networking Events
- Awards and Professional Recognition
- Association News and Events

## VALUE ADDED SERVICES TO HELP KEEP YOU IN THE FOREFRONT:

- A magazine website that includes your logo linked back to your website
- A built-out digital version of each issue that includes options for social sharing, a downloadable PDF and a flipping book for those who prefer swiping
- An additional email distribution of the publication, so UAPCS members and magazine readers will enjoy the benefits of both print and digital experiences
- Options to purchase digital advertising space on the magazine website (see pricing on the next page)



Charterology magazine is the official publication of the Utah Association of Public Charter Schools

### 2022-2023 Publication and Advertising Schedule

Issue	Editorial   Artwork Due	Mail Date
Spring/Conference Program 2022	Apr 19, 2022	May 17, 2022
Fall 2022	Sep 19 2022	Oct 17, 2022
Spring 2023	Mar 20, 2023	Apr 17, 2023



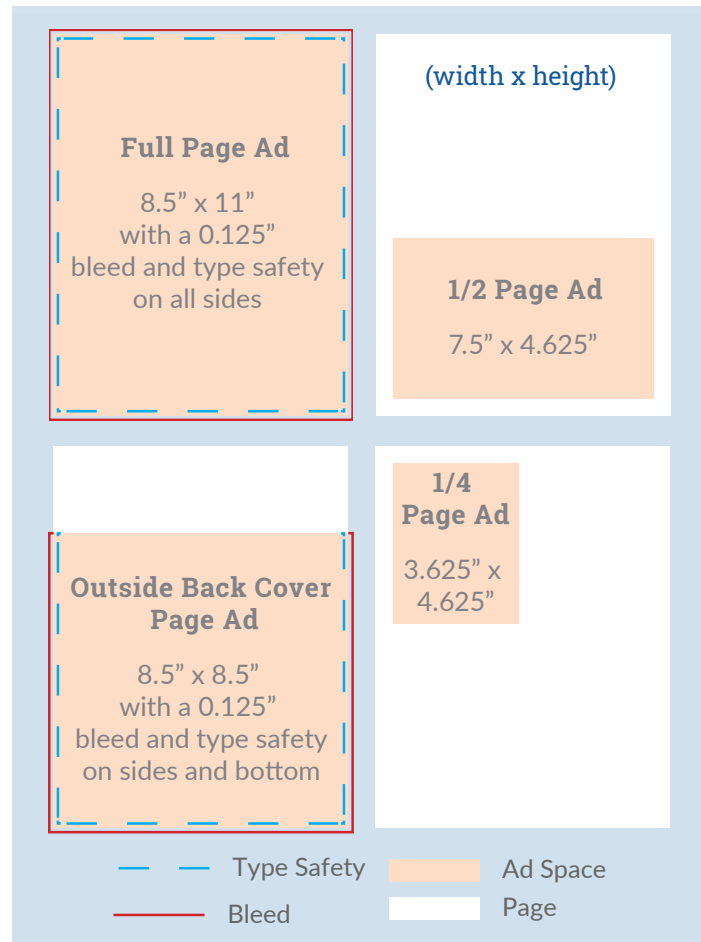
VIEW ONLINE AT:





## Print Ad Specifications and Pricing

2022 Print Advertising Rates		
Size Price	Per Term (2 issues)	Conference
Full Page	\$2,609	\$1,305
1/2 Page	\$1,957	\$979
1/4 Page	\$1,467	\$734
Page 3, 5, or Premium	\$3,134	\$1,570
Inside Front/Back Covers	\$2,871	\$1,436
Outside Back Cover	\$3,134	\$N/A
Print + Digital Premium Pkg.	\$3,134	\$1,436
Business Listings \$250 per issue.		
Centerfold space available; call for rates.		



## Digital Ad Specifications and Pricing

EVERY DIGITAL AD SHOULD CONTAIN FOUR MAIN COMPONENTS:

1. Your logo or company name
2. A value proposition
3. An image or visual representation of your service
4. A clear call to action with contact information

2021-2022 Digital Advertising Rates	
Size	Per Issue
Issue Homepage Skyscraper	\$450
Article Leaderboard Top (exclusive to entire publication)	\$750
Article Leaderboard (exclusive to one article)	\$350

**Digital ad formats:**

.jpeg, .jpg, .png, .gif

**File size:** 50KB or smaller

**Issue Homepage Skyscraper:**

300px X 500px

**Issue Homepage Skyscraper mobile :**

600px X 120 px

**Article Leaderboard:**

970px X 90px

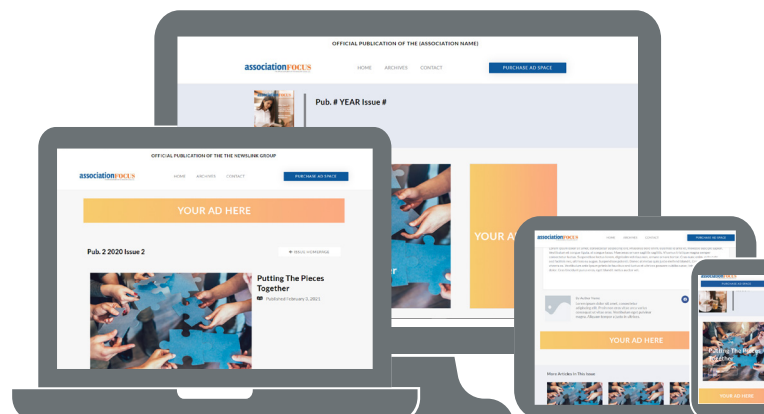
**Article Leaderboard mobile :**

600px X 120px

**Resolution:** 72-150 ppi

**125 characters of text or less.**

Images that consist of more than 20% text may experience reduced delivery.



**Are you ready for growth Go crazy. Be seen.**

Contact us today to advertise in this publication.

 **THE newsLINK group**  
thenewslinkgroup.org use your words. tell your story.

**801.676.9722 | 855.747.4003**  
**sales thenewslinkgroup.org**

# Purchase an ad in the Charterology Magazine.

Name	Company	Title	
Phone		Email	
Address			
City	State	Zip Code	Country
Website			
Production Contact Name		Production Contact Email	

Print Ad Size	of Insertions	Ad Placement	Total Cost	Digital Ad Size	of Issues	Run Dates	Total Cost
Full Page				Issue Homepage Skyscraper			
1/2 Page				Article Leaderboard Top (all articles)			
1/4 Page				Article Leaderboard (one article)			
Page 3, 5, 7 Premium							
Inside Front/Back Covers							
Outside Back Cover							
Print + Digital Premium Pkg.							

**Ad Design:** ☐ We will provide an ad in CMYK and 300 PPI, jpg or PDF format with bleed if needed.  
☐ We will pay you to design our ad for \$250.

<b>Payment Method:</b>	CC Number	Signature of Purchaser
<input type="checkbox"/> Please invoice me	Exp. Date	Date
<input type="checkbox"/> Credit Card	CVV Code	

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney’s fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.