

One Day

TEACHFORAMERICA ALUMNI MAGAZINE



SALES CONTACT

Karen Manahan
karen.manahan@teachforamerica.org
212.279.2080 ext. 621

RATE BASE: 28,000

Our Vision

One Day is a publication written for and about Teach For America alumni. The magazine highlights the accomplishments and challenges of our corps members and alumni while also focusing on relevant issues in education. By illuminating complex topics of interest to our alumni, we hope to inspire an exchange of ideas that promotes innovative thinking and action to address critical problems in education reform. *One Day* is dedicated to providing our alumni with the knowledge and tools necessary to help move them forward in their professional aspirations.

Our Reader

Teach For America alumni are diverse in background, profession, and beliefs. United by their corps experience and a deep conviction that all children have the potential to learn and succeed, our alumni are leading social change from many sectors and fields, including education, business, politics, and law.

3 Easy Steps to Advertising in *One Day*:

- 1** Review the ad sizes, prices, and issues below.
- 2** Reserve ad space in *One Day* by e-mailing Karen Manahan for ad size availability. Once size and issues are confirmed, please send a check or credit card form to Karen Manahan by the space reservation deadline listed below. We cannot process your request without a check or credit card payment. You can fax forms to: 212-279-2083. Please e-mail Karen to let her know prior to faxing.
- 3** Be sure to provide your agency / designer with the Ad Spec Sheet, which contains all of the design requirements and submission instructions for your ad. The designer must follow the Ad Spec Sheet when creating the ad.

Note: To maintain the high quality of the magazine, we prefer that all ads be professionally designed. If you need a recommendation for a designer, please contact Kristin Walsh. One Day reserves the right to reject ads on the basis of content and/or quality. In addition, per correct branding please instruct your designer to capitalize the "F" in "Teach For America" if the organization is mentioned within the ad.

Thank you, and we look forward to working with you!

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Credit Card Form

REQUIRED INFORMATION:

Name

Purpose

Name on Card (if different from above)

Billing Address

Phone Number

Amount of Payment

Date

Visa

Mastercard

American Express

Discover

Diner's Club

Card Number

Expiration Date

Preparer Signature

Cardholder Signature

FOR INTERNAL USE ONLY:

Date Received by Finance

Department Code

Invoice Date

Organization Name

Contact Name

Amount Due

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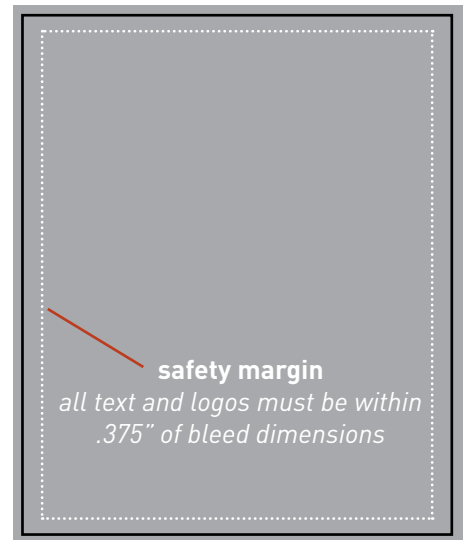
Ad Sizes

Magazine trim (w x h) 9 x 10.875

NOTE ON BLEED ADS:

To ensure that no edges of logos or text get cut off during slight paper shifting on press, please keep all essential elements within at least .375" of dimensions given below.

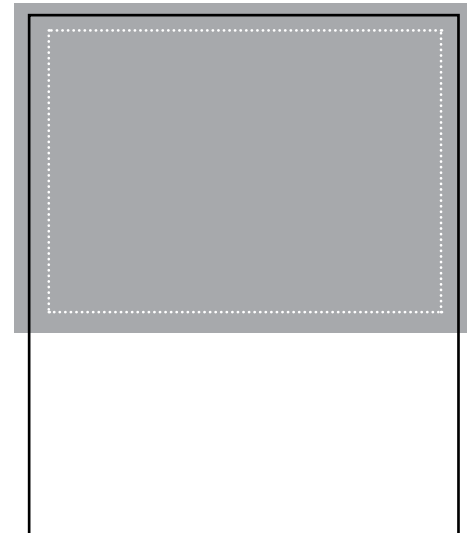
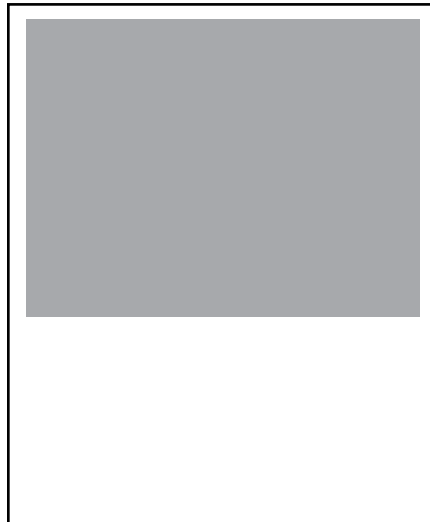
For example, if the bleed size is 3 x 4, build the ad to 3 x 4, but ensure that all text and logos are within at least 2.25 x 3.25.



bleed
.125" off of live area on all sides
(included in dimensions below)

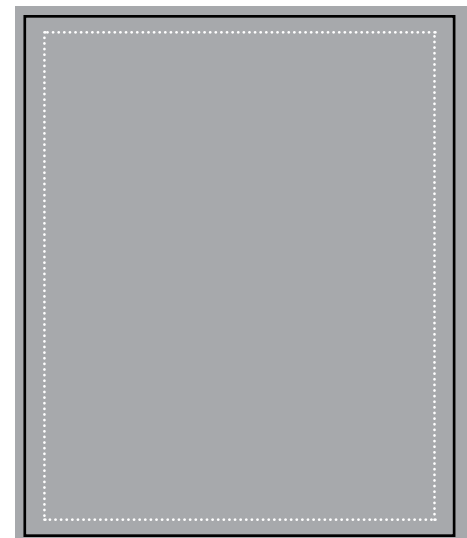
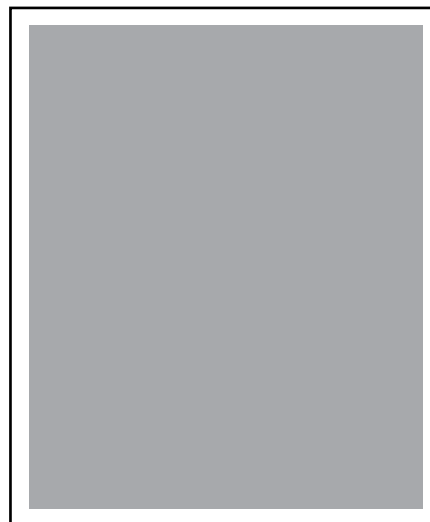
BACK COVER

Non Bleed 8.25 x 6.25
Bleed 9.25 x 6.75



INSIDE BACK COVER & FULL PAGE

Non Bleed 8.25 x 10.125
Bleed 9.25 x 11.125



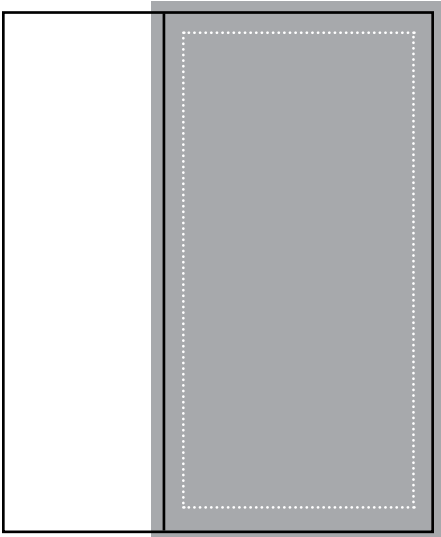
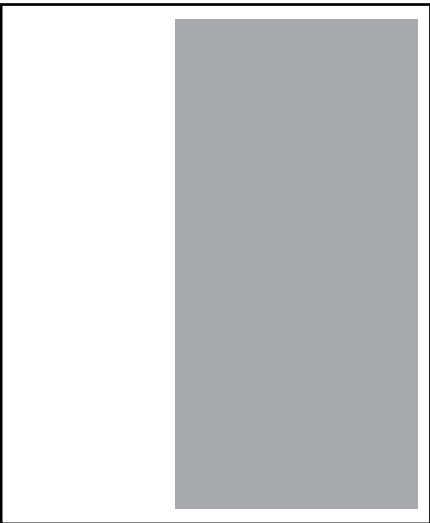
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2/3 PAGE

Non Bleed 5.1 x 10.125

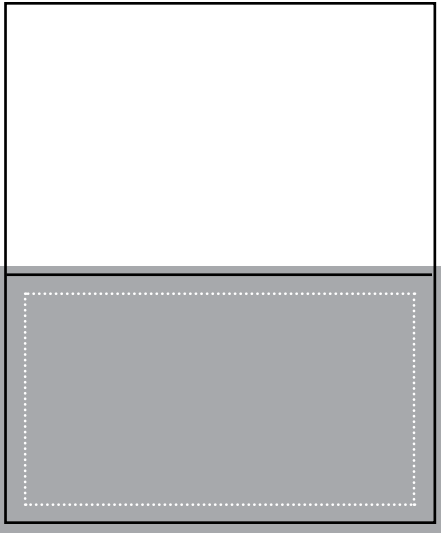
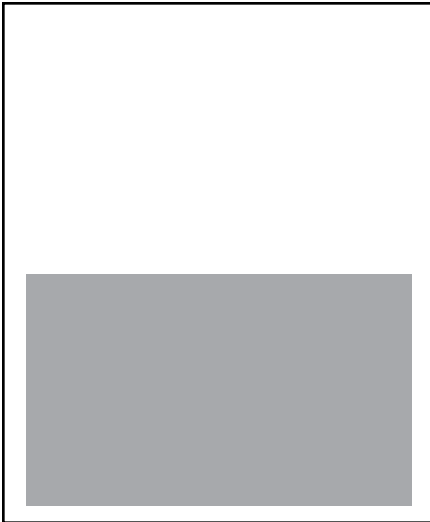
Bleed 5.75 x 11.125



1/2 PAGE HORIZONTAL

Non Bleed 8 x 4.875

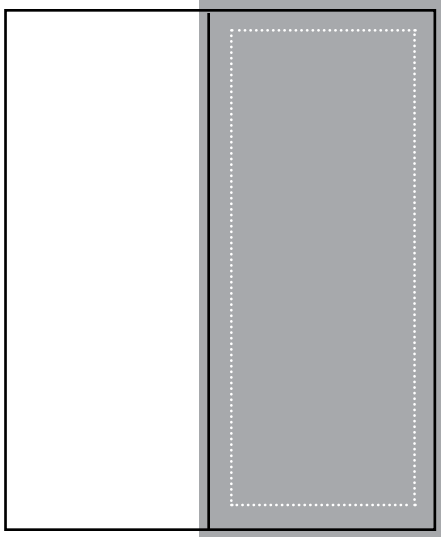
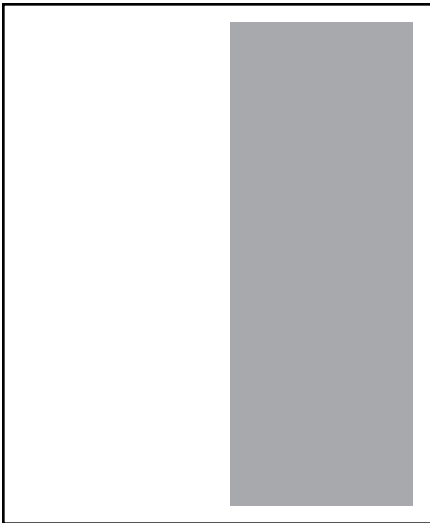
Bleed 9.25 x 5.42



1/2 PAGE VERTICAL

Non Bleed 3.85 x 10.125

Bleed 4.5 x 11.125

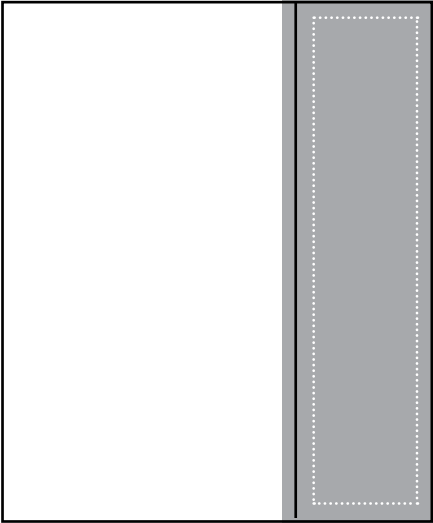
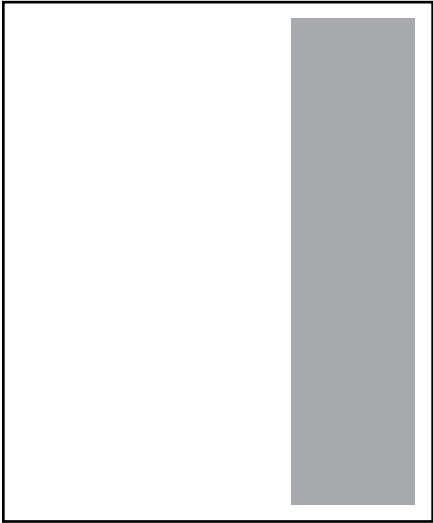


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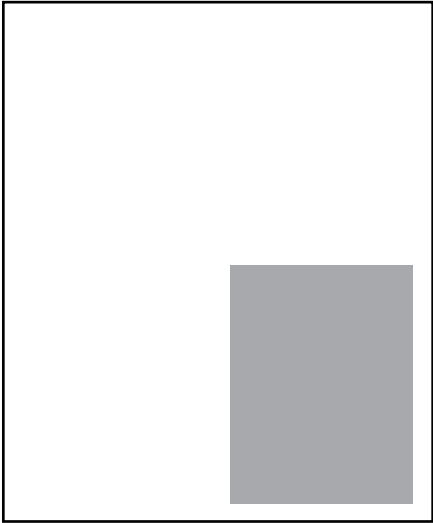
THIRD PAGE

Non Bleed 2.58 x 10.125
Bleed 3.25 x 11.125



QUARTER PAGE

Non Bleed 3.85 x 4.875



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Publication Dates & Deadlines

SPRING '09 ISSUE

Space deadline: Feb 16
Materials deadline: March 13

SUMMER '09 ISSUE

Space deadline: May 18
Materials deadline: June 12

Ad Specs

Please create ads to the exact dimensions listed in the Ad Sizes section.

DIGITAL FILE FORMATS

- We accept press-quality **PDF** files. All fonts must be embedded. To ensure the highest quality, we prefer **PDF/X1a** files. Instructions for creating a PDF/X1a are available at: <http://www.adobe.com/uk/designcenter/creativesuite/articles/acs2pdfintguide/acs2pdfintguide.pdf>
- We accept **TIFF** files. They must be flattened, CMYK, and at least 300 dpi.

Note: photographs appearing in ads must not be visibly distorted or pixelated.

PROOFS

We cannot guarantee that your ad will match your expectations without a hardcopy proof. To avoid any discrepancies, we strongly recommend you supply a printed proof. Acceptable proof formats include any color laser proof, digital proof, press proof or off-press proof. The proof must represent the final digital file at 100%.

SUBMISSION DETAILS

Please e-mail all digital ad files to karen.manahan@teachforamerica.org. In the body of the e-mail, please include:

- contact information
- issue date
- the size of your ad

If the file is larger than 5mb, please send it on a CD-Rom to the address below.

Send CD-Rom and proof to:
Teach For America Alumni Magazine
Attn: Karen Manahan
315 West 36th St., 6th floor
New York, NY 10018

We do not return CDs. All other advertising materials will be discarded after publication unless notified.

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