

One Day

TEACHFORAMERICA ALUMNI MAGAZINE



SALES CONTACT

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212.279.2080 ext. 726

RATE BASE: 28,000

Our Vision

One Day is the flagship magazine of Teach For America, the nationwide corps of top college graduates who pledge to teach in low-income communities. *One Day* seeks to promote innovative thinking and bold social action by highlighting the achievements of Teach For America's diverse alumni community. By sharing stories, knowledge, resources, and tools, we advance alums' individual development and strengthen their connection to the broader movement.

Our Readers

One Day's readership is smart, passionate, and highly influential. This year, more than 11 percent of Ivy League seniors applied to Teach For America, and the organization was top employer of graduating students at Georgetown, Spelman, and the University of Chicago.

More than 60 percent of Teach For America alums stay in the field of education after their corps commitment. Most are K-12 teachers, but many become principals, administrators and professors. Alums also make contributions in the fields of law, medicine, and public policy.

Teach For America alums include some 350 school and district leaders, more than 200 individuals on Capitol Hill, 23 elected officials, five Rhodes Scholars, three Fulbright recipients, an Olympic silver medalist — and, of course, countless "Teacher of the Year" winners.

Three Easy Steps for Advertising in *One Day*:

- 1** Review the ad sizes, prices, and issues below.
- 2** To reserve ad space in *One Day*, e-mail Alicia Quillen to determine ad size availability. Once size and issues are confirmed, please send a check or credit card form to Alicia Quillen by the space reservation deadline listed below. Please e-mail Alicia 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 One Day art director Kristin Walsh at (212) 279-2080 ext. 145. One Day reserves the right to reject ads on the basis of content and/or quality. 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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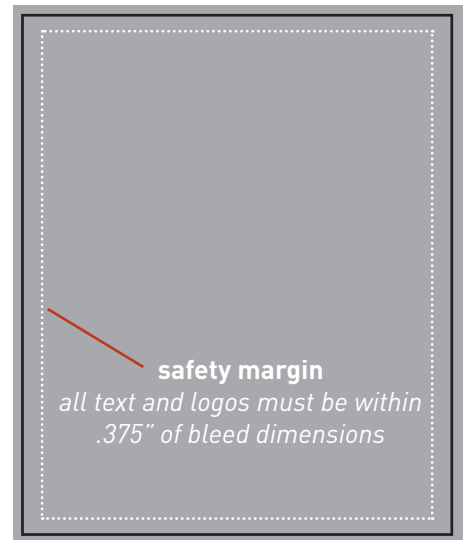
Ad Sizes

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.

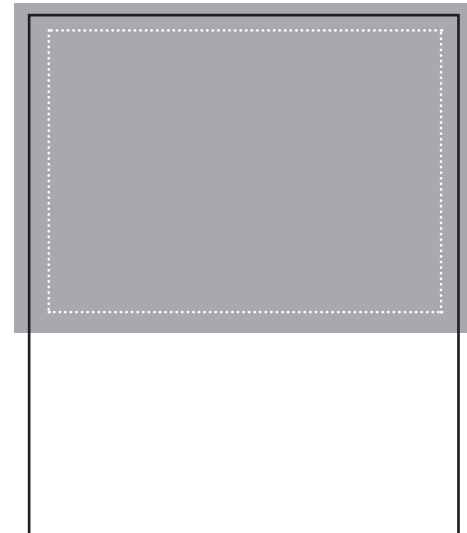
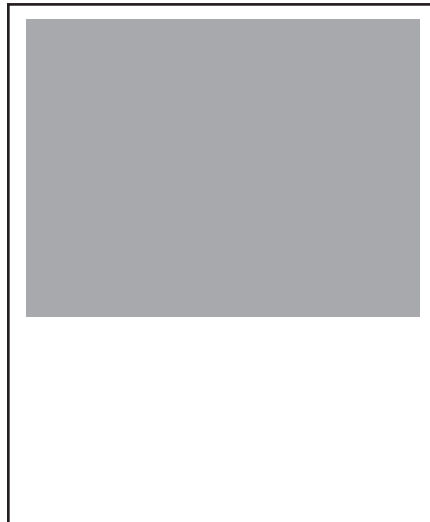


safety margin
*all text and logos must be within
.375" of bleed dimensions*

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

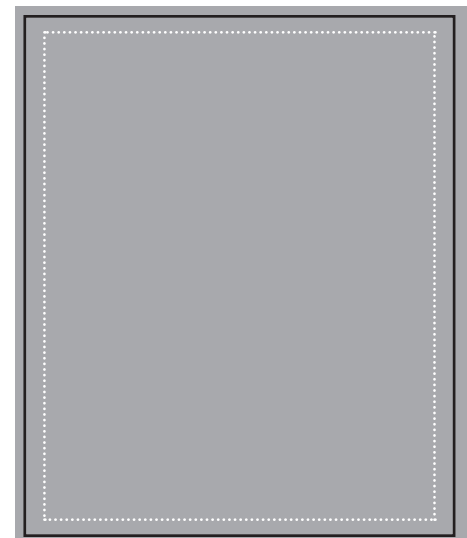
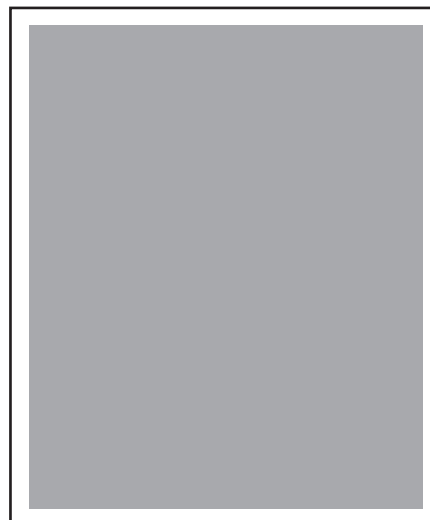
BACK COVER

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



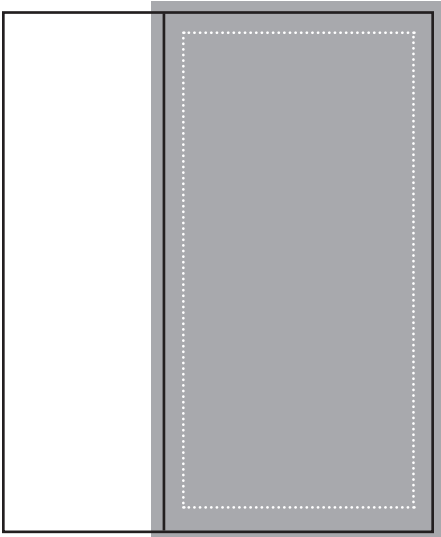
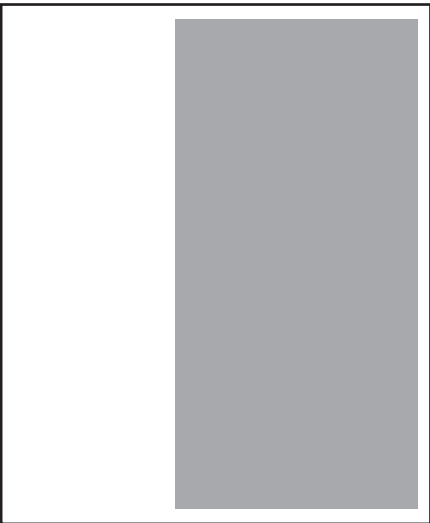
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2/3 PAGE

Non Bleed 5.1 x 10.125

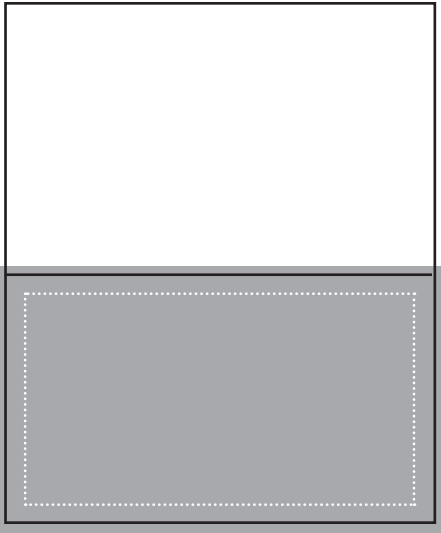
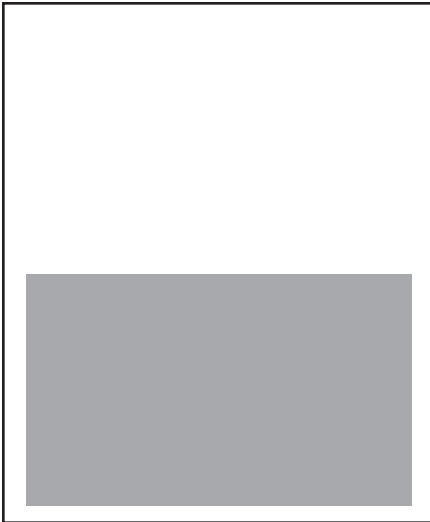
Bleed 5.75 x 11.125



1/2 PAGE HORIZONTAL

Non Bleed 8 x 4.875

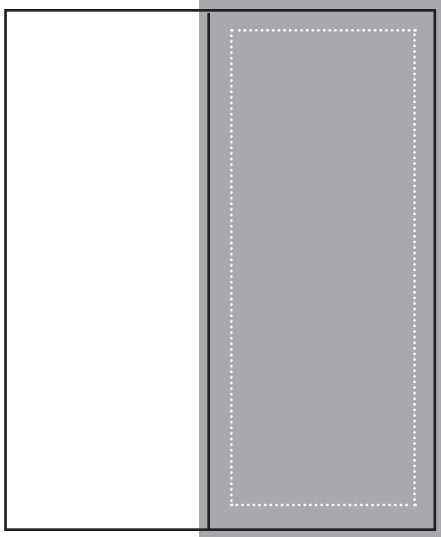
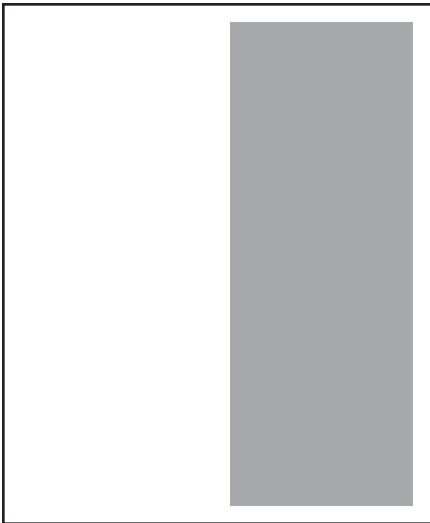
Bleed 9.25 x 5.42



1/2 PAGE VERTICAL

Non Bleed 3.85 x 10.125

Bleed 4.5 x 11.125

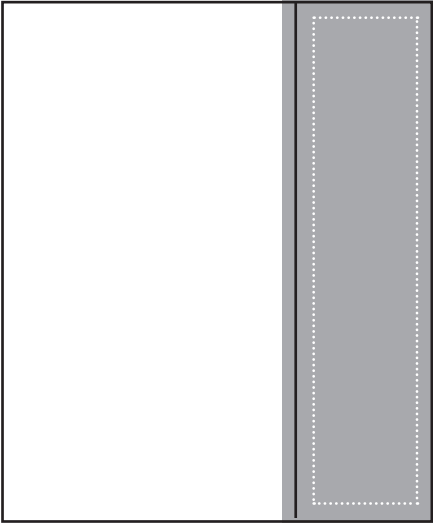
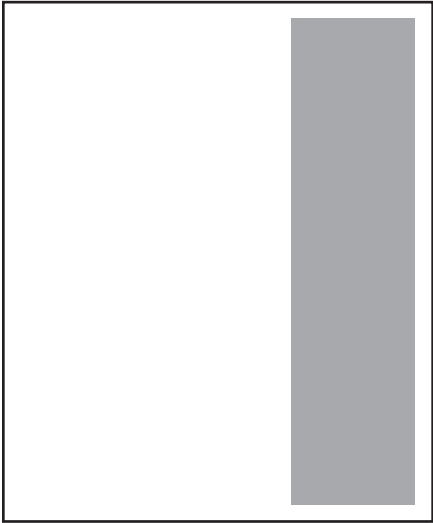


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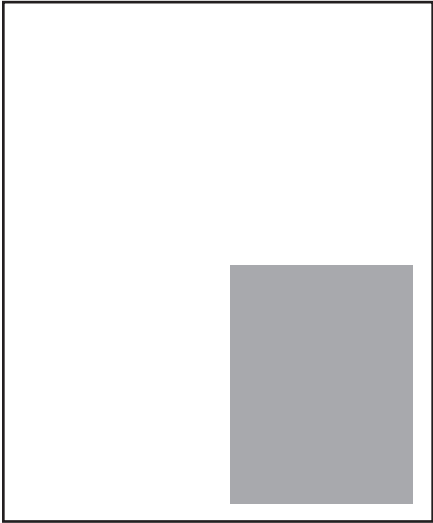
THIRD PAGE

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

WINTER '10 ISSUE

Space deadline: Nov. 18, 2009

Materials deadline: Dec. 9, 2009

SPRING/SUMMER '10 ISSUE

Space deadline: Feb. 12, 2010

Materials deadline: March 10, 2010

FALL '10 ISSUE

Space deadline: June 30, 2010

Materials deadline: July 14, 2010

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 alicia.quillen@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 5 MB, please send it on a CD-Rom to the address below.

Send CD-Rom and proof to:
Teach For America Alumni Magazine
Attn: Alicia Quillen
315 West 36th St., Sixth 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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