



ASCA E-Newsletters Advertising

With a membership of more than 27,000 school counseling professionals, ASCA focuses on providing professional development, enhancing school counseling programs and researching effective school counseling practices.

ASCA Aspects E-Newsletter - Monthly

ASCA Aspects is e-mailed **monthly** to approximately 27,000 ASCA members who have selected to receive the newsletter. ASCA Aspects is sent out on approximately the 15th of each month. There are four advertising positions available. ASCA Aspects is archived on ASCA's Web site with ad links included.

Specifications:

Logo area – 175 x 70 pixels (static jpeg file only)
Provide URL address

Closing Dates:

- Insertion order is due by the 5th of the month to be published in that month's ASCA Aspects.
- Logo material is due by the 10th of the month.
- E-mail logo and URL to robin@adguidance.com

ASCA Aspects RATES PER MONTH

	1X	3X	6X	12X
Position #1	\$763	\$725	\$688	\$654
Position #2	\$725	\$689	\$654	\$621
Position #3	\$689	\$655	\$621	\$616
Position #4	\$655	\$622	\$590	\$585

ASCA Weekly Wrapup - Weekly

A wrapup of the week's education-related headlines sent out **each Friday**. This is a new addition to ASCA's electronic advertising. The Weekly Wrapup goes out to 19,000 school counselors and is archived on the ASCA Web site with ad links included. There are four advertising positions available.

Specifications:

Logo area – 175 x 70 pixels (static jpeg file only)

Provide URL address

Closing Dates:

- Insertion order is due by the 25th of the preceding month to be published in the next month's Weekly Wrapup
- Logo material is due by the 25th of the month.
- E-mail logo and URL to robin@adguidance.com

ASCA Weekly Wrapup RATES PER MONTH

	1X	3X	6X	12X
Position #1	\$979	\$930	\$884	\$840
Position #2	\$930	\$884	\$839	\$797
Position #3	\$884	\$840	\$798	\$758
Position #4	\$840	\$798	\$758	\$720

PAYMENT:

Total billing is due and payable within 30 days of invoice date. Credit cards are also accepted. Advertising rates subject to change without notice unless prior advertising commitment received. All cancellations must be in writing prior to insertion order deadline for issue and shall not be considered accepted until confirmed by Ad Guidance.

For further information, contact:

Ken Cibroski, Ad Guidance, Inc.

283 Whistlewood Lane, Winchester, VA 22602

Toll Free: 1-800-597-7210 • Fax: 1-540-542-0550

E-mail: ken@adguidance.com



ASCA E-Newsletter Advertising Insertion Order Form

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Contact _____ E-mail _____

Billing Address (if different than above) _____

Ad Insertion for:

ASCA Aspects Position 1 Position 2 Position 3 Position 4

ASCA Weekly Wrapup Position 1 Position 2 Position 3 Position 4

Month(s) for ad to appear: (check all that apply)

- | | | |
|------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Jan. 2010 | <input type="checkbox"/> Sept. 2010 | <input type="checkbox"/> May 2011 |
| <input type="checkbox"/> Feb. 2010 | <input type="checkbox"/> Oct. 2010 | <input type="checkbox"/> June 2011 |
| <input type="checkbox"/> Mar. 2010 | <input type="checkbox"/> Nov. 2010 | <input type="checkbox"/> July 2011 |
| <input type="checkbox"/> Apr. 2010 | <input type="checkbox"/> Dec. 2010 | <input type="checkbox"/> Aug. 2011 |
| <input type="checkbox"/> May 2010 | <input type="checkbox"/> Jan. 2011 | <input type="checkbox"/> Sept. 2011 |
| <input type="checkbox"/> June 2010 | <input type="checkbox"/> Feb. 2011 | <input type="checkbox"/> Oct. 2011 |
| <input type="checkbox"/> July 2010 | <input type="checkbox"/> Mar. 2011 | <input type="checkbox"/> Nov. 2011 |
| <input type="checkbox"/> Aug. 2010 | <input type="checkbox"/> Apr. 2011 | <input type="checkbox"/> Dec. 2011 |

BILLING: Total amount to be billed per insertion (See Advertising Rates)

\$ _____ (rate) x (# of Months) _____ = Total \$ _____

Signature

Date

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E-mail: ken@adguidance.com

GENERAL CONDITIONS FOR ADVERTISING

No advertisement shall be published unless an Insertion Order form and ad copy (see mechanical requirements) are received at the offices of Ad Guidance, Inc. by the closing deadline specified by Ad Guidance, Inc. for the issue(s) desired.

Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the offices of Ad Guidance, Inc. by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing prior to the insertion deadline, the Advertiser's most recent ad copy shall be used.

If all necessary advertising materials are not received at the offices of Ad Guidance, Inc. by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.

No advertisement may be canceled after the Insertion Order date for the issue in which it is scheduled to appear.

Layout and typesetting costs are not included in the Publisher's advertising price, and shall be billed separately to the Advertiser at prevailing rates.

The Advertiser must pay the Publisher's invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past due account.

The Publisher shall not be responsible for errors caused by designers and typesetters.

The Publisher shall not be responsible for claims made in advertisements, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.

All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.

The Advertiser and any agency utilized by it are subject to satisfactory credit reports.

The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.

In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.