

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

2017-2018 Publication & Advertising Schedule

Issue	Editorial/Artwork Due	Mail Date
Fall 2017	September 22, 2017	October 13, 2017
Spring 2018	April 6, 2018	April 30, 2018

Ad Specifications (Width X Height)

Full Page Ads:	8.5" x 11"
1/2 Page Ads:	7.5" x 4.625"
1/4 Page Ads:	3.625" x 4.625"
Inside Front / Back Cover	8.5" x 11"
Outside Back Cover	8.5" x 8.5"
<i>* for bleed add .125" on all sides</i>	

Design Information:

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

***Ad Design Available \$250.**

Readers want competitive advantage:

Charterology serves the membership and prospective members of the Utah Association of Public Charter Schools. *Charterology* is published twice each year, October and April, and is mailed directly to its readers, making it a direct-contact venue for your message.

Charterology is a valuable and enduring resource for administrators, educators and anyone affiliated with the many public charter schools in Utah. The magazine serves to strengthen the relationship between the members and those key vendors that provide products and services to the education industry and charter schools in Utah.

Charter schools in Utah serve well over 50,000 students and are a statewide network supported by businesses, parents and community leaders.

Charterology is an exceptional place for your message.

- Editorial opportunities available, guidelines apply.



2017-2018 Advertising Rates - Full Color

Size	Both Issues
Full Page	\$2,484. ⁰⁰
1/2 Page	\$1,863. ⁰⁰
1/4 Page	\$1,397. ⁰⁰
Page 3	\$2,984. ⁰⁰
Inside Front / Back Cover	\$2,734. ⁰⁰
Outside Back Cover	\$2,984. ⁰⁰

- Ad rates are net.
- All color is process color.
- Centerfold space available, call for rates.

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QUESTIONS?

Contact Dani Gorden at:

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