



Kappa Delta Pi

Kappa Delta Pi Record: Official Journal of Kappa Delta Pi

Rates and Data 2016

General Information

The **Kappa Delta Pi Record** is a peer-reviewed journal that presents research-based articles on compelling issues relevant to national and international education professionals who work and teach at all levels and in a wide range of disciplines and settings. The **Kappa Delta Pi Record** promotes professional growth in the field of education by providing articles on evidence-based teaching strategies, reviews of current policy initiatives, examples of applied theories, and reports of original research in language that is accessible and practical.

Staff:

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Advertising Sales:

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2016 Advertising Deadlines

2016 Issue	Closing Date*	Materials Due*
1 / January	Nov. 16, 2015	Nov. 30, 2015
2 / April	Feb. 22, 2016	March 7, 2016
3 / July	May 23, 2016	June 6, 2016
4 / October	Aug. 22, 2016	Sept. 5, 2016

* Closing dates include the following: insertion orders, set copy, design requests & cancellations.

* Material deadline: Materials not received by this date will incur a cancellation charge.

2016 Advertising Rates

Rates are cost per insertion (Design rate: \$110)

Black/White	1X	3X	6X
full page	\$1,065	\$1,025	\$970
2/3 page	\$850	\$830	\$780
1/2 page	\$670	\$645	\$615
1/3 page	\$545	\$525	\$490
1/4 page	\$455	\$420	\$400
1/6 page	\$360	\$330	\$310

Color	1X	3X	6X
full page	\$1,790	\$1,760	\$1,695
2/3 page	\$1,575	\$1,555	\$1,505
1/2 page	\$1,220	\$1,190	\$1,160
1/3 page	\$910	\$890	\$855
1/4 page	\$765	\$725	\$695
1/6 page	\$610	\$570	\$550

Covers: (4-color only): 1X

Cover 2	\$2,250
Cover 3	\$2,070
Cover 4	\$2,555

Base Design Rate: \$110 Additional costs based on typesetting and design time. When we design your advertisement, one copy will be provided to proof text only.

Inserts: Base rate is earned as stated above according to size. Inserts must be supplied by advertiser. Pricing is contingent upon insertion method preferred by advertiser. Testing copies of the insert must be supplied before pricing.

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Online Advertising

Rates are cost per insertion (Design rate: \$110)

Internet Directory

Up to 20 words	\$65
21 – 60 words	\$80
61 – 100 words	\$90
Over 101 words	\$100

Classifieds

Up to 20 words	\$55
21 – 60 words	\$65
61 – 200 words	\$75

Graduate Programs

Flat Rate	\$550
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Online Advertising

One-month run	\$125
Four-month run	\$370
Eight-month run	\$855
Twelve-month run	\$1340

Mechanical Requirements

Publication trim size: 8 1/8" wide by 10 7/8" deep
Bleed size: 8 3/8" wide x 11 1/8" deep (\$20 additional)

CE Classifieds:

- Classified ads (nondisplay): \$25 per line, minimum five lines
- Display (boxed ads): \$125 per column inch, minimum of 1 inch

Mechanical Requirements:

Publication trim size: 8 1/4" wide by 10 3/4" deep
Full page ad: 6" wide by 9" deep
Half page ad: 6" by 4 1/2" deep

Reproduction Requirements: We accept files that have embedded fonts and are optimized for print, as well as digital files in the following formats: TIFF, PDF, EPS. **Guidelines for Submitting Digital Ads:** The submission of digital files for ads is preferred. Customer ad files will be preflighted, and customers will be asked to re-supply files if they are not of sufficient quality or contain errors in preparation.

Additional pre-press charges may be incurred if files are not prepared properly.

Acceptable file formats: PDF, TIFF, EPS

Resolution: 300 DPI minimum. 1000 DPI maximum.

Fonts: Postscript fonts only. Fonts must be embedded.

Color: CMYK only unless paying for a specific Pantone color.

File size: Files should be 8 MB or less. If a file must be larger, please email the address below for assistance in providing it.

Submit artwork to:

advertisingmaterials@taylorandfrancis.com

You will receive confirmation of receipt.



Applicability of Terms

These advertising terms shall apply to all print and electronic (online, e-mail, etc.) Advertisements (“Advertisements”) that are submitted to Taylor & Francis Group (“Taylor & Francis”), and which Taylor & Francis accepts for publication. The Advertiser, by submitting an Advertisement to Taylor & Francis, agrees to be bound by these Terms & Conditions. “Advertiser” shall be defined to include any agent, broker, or other intermediary submitting an Advertisement, as well as the customer whose products or services are advertised in the Advertisement. The laws of the Commonwealth of Pennsylvania shall govern all contracts established between Taylor & Francis and the Advertiser.

Approval and Acceptance

All Advertisements are subject to review and approval by the publication’s editors in advance of publication. Taylor & Francis reserves the right to reject or cancel Advertisements at any time due to professional or ethical considerations. All Advertisements submitted for publication must comply with applicable U.S. and International laws, and may not be indecent, obscene, or defamatory.

Advertising Specifications

All Advertisements must comply with the advertising specifications as noted on the pertinent rate card(s). Ad sizes, ad rates, closing dates, technical requirements and other miscellaneous conditions noted in the rate card(s) shall govern all contracts and transactions, and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Taylor & Francis will not be responsible or accept liability for errors that may occur due to Advertisements that do not meet all advertising specifications.

We accept specific advertisement position requests, though requested positions are not guaranteed unless stated as a paid position and formally granted. All advertisement positions are ultimately subject to the discretion of the layout designer. Space availability and the nature of a particular issue’s layout contribute to the determination of where and how advertisements are positioned. Space availability varies by issue.

New copy/artwork for the next scheduled issue containing a contracted Advertisement must be submitted by the materials due date (see rate cards or contact Advertising Sales Representative for more information). If new copy/artwork is not provided by the materials due date, the most recent advertisement run by the Advertiser in the same publication will be repeated.

Should Taylor & Francis be contracted to design or otherwise set copy submitted by the Advertiser for an Advertisement, proofs may be supplied to the Advertiser for review. Corrections must be requested (if applicable), and proofs must be approved, in writing (via email is preferable). Corrections and approvals will not be accepted verbally.

Taylor & Francis is not liable to correct any errors or omissions unless the Advertiser returns corrections to Taylor & Francis by the time Taylor & Francis stipulates that such changes must be received. This is to enable Taylor & Francis to make corrections, issue new proofs and receive approval from the Advertiser before the publication goes to press or is otherwise finalized prior to publication.

Taylor & Francis is not liable for proofs that are approved while containing errors or omissions. The responsibility for the review and approval of proofs lies with the Advertiser. Taylor & Francis will print what the Advertiser approves for press. Should the press deadline pass and a proof has not been approved by the Advertiser, Taylor & Francis will proceed to press with the most recent version of the proof that was submitted to the Advertiser for review (this includes, if applicable, the first proof submitted to the Advertiser for review).

While all reasonable care will be taken to avoid mistakes, Taylor & Francis is not responsible for any errors or omissions caused by inaccurate or ambiguous copy instructions, the corruption of file formats during transmission to the publisher and/or printer, differences between the Advertiser’s, Taylor & Francis’ and/or printer’s pdf settings, or due to any acts, circumstances or defaults beyond its control.

The Advertiser must ensure that any loose inserts are received by Taylor & Francis at least three working days prior to the “to press” date of the relevant publication. Taylor & Francis is not responsible for the omission of any inserts in the relevant publication where this timeframe is not met and fees in full shall still be payable in respect of the agreed inserts.

Payment and Cancellation Terms

Each insertion will be billed at the applicable rate for the size of the Advertisement. Written cancellation of a contract must be received thirty days prior to the subsequent issue’s space reservation deadline. No cancellation will be accepted without written acknowledgement from Taylor & Francis confirming receipt. Otherwise, the Advertiser will be billed and agrees to pay for full insertion cost. Insertions made after printed space reservation deadline may not be cancelled.

Advertiser agrees to pay for Advertisements within thirty days of invoice issue date. No new Advertisements will be accepted for publication until the Advertiser’s outstanding invoice(s) is/are paid in full. Advertiser is responsible for payment in the event that their agent, broker, or other intermediary submitting an Advertisement fails to pay invoice. It is strongly recommended, though not required, that Advertisers pre-pay for their Advertisements.

Advertising rates are commissionable to recognized agencies. Additional charges are non-commissionable. When establishing a contract, the frequency is determined by the number of insertions made within twelve months of the first insertion.

Please contact your Advertising Representative with any questions or concerns.