

2019-20

[ADVERTISING DATES]

Issue	Ad Deadline
September	July 25
November	Sept. 19
December	Nov. 7
February	Jan. 2
March	Feb. 6
April	March 5
May	April 9
June	May 7

SUBSCRIPTION INFORMATION

\$15 annually.
Send check or money order to *New York Teacher*
Attn: Subscriptions
800 Troy-Schenectady Road, Latham, NY
12110-2455.

ISSUANCE

New York Teacher is issued 8 times a year



CONTRACT AND COPY PROVISIONS

The publisher shall not be bound by any conditions, printed or otherwise, appearing on order blanks, in agency forms, with copy instructions or which otherwise conflict with the provisions of this rate information.

All orders are accepted subject to acts of nature, fire, strikes, accidents or other occurrences beyond the publisher's control which prevent the publisher from partially or completely producing, publishing or distributing *New York Teacher*.

All position stipulations appearing on orders will be treated as requests unless guaranteed in writing by the publisher. All advertisements are accepted and published entirely upon the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will fully indemnify and save the publisher and *New York Teacher* harmless from and against any judgments, costs, expenses or disbursements incurred by reason of claims or suits of libel, violation

of right of privacy, plagiarism, copyright infringement or any other claims or suits based upon content or subject matter of such advertisement.

POSITION

Ad position may be requested, but not guaranteed.

CANCELLATIONS

Cancellations must be received in writing, fax or email on or before deadline date.

RESTRICTIONS

The publisher reserves the right to reject advertising not in keeping with the character and policies of *New York Teacher* or the United Federation of Teachers. Advertisers and their products and services must meet standards of serving well the interests of the members. Advertisers may not discriminate in terms of race, sex, religion, age or national origin. Political ads are not accepted. Ads from membership organizations are not accepted. Alcohol, tobacco and firearm ads are not accepted.

2019-20



New York Teacher is the official New York City regional publication of New York State United Teachers. *New York Teacher* is direct-mailed to the 200,000 members of NYSUT's largest local, the United Federation of Teachers, which represents professionals in education, health care and human services within the five boroughs.



CIRCULATION | 200,000

[TO PLACE ADVERTISING]

212-598-7735 | Fax: 212-514-7261

Email: jgottlieb@uft.org

or

800-448-4ADS (4237) | Fax: 518-213-6415

Email: nysutads@gmail.com

NYSUT is affiliated with American Federation of Teachers, National Education Association and AFL-CIO.



[WHO READS IT?]

Our members include teachers, human services professionals, guidance counselors, paraprofessionals, nurses, occupational and physical therapists, social workers and retired teachers.

CIRCULATION | 200,000

[READER PROFILE]

Readers of *New York Teacher* range in age from early 20s to senior citizens. They are steadily employed or retired, and constitute a stable, upper-income group. The median salary for New York City teachers is \$78,916. Our readers are responsive to the advertiser who offers true value. In the mainstream of the economy, they provide a fertile field for advertisers of consumer goods, professional services, travel, education, cultural activities, books, computers and more. *New York Teacher* offers an indispensable source of news and information for an educated readership. The award-winning publication's investigative reporting, layout and photography have been recognized by the International Labor Communications Association and the Metro New York Labor Press Council.

[DISPLAY ADS]

	B&W 1X	Color 1X
Full	\$7,947	\$11,921
Half	\$3,973	\$5,960
Quarter	\$2,178	\$4,805
Eighth	\$1,643	\$3,626
Sixteenth	\$847	\$1,868

FREQUENCY DISCOUNTS |

2-4: 10% 5-7: 15% All: 25%

PAYMENTS | Payment with order is required at publisher's option on all advertising. Publisher reserves the right to refuse to run advertising when advance payment has not been received as requested.

ADVERTISING AGENCIES | Only digital documents, (PDF on CD, or electronic files via email) will be accepted from advertising agencies. We offer a 15 percent commission to recognized advertising agencies. Ad reservations must be placed through the agency, on agency letterhead or purchase order.



AD COMPOSITION

If you need us to compose your ad, there will be additional charges and time requirements. After we have received all materials, please allow a minimum of two weeks before the deadline for ad composition. A proof will be submitted for approval before going to press.

[CLASSIFIED ADS]

CLASSIFIED RATES

Minimum 10 words: single insertions, \$3.17 per word;
2-6 consecutive issues, \$2.97 per word; seven or more consecutive issues, \$2.84 per word.

The following count as one word each and are charged individually: phone number with area code; email address; web address; street address; city, state and ZIP code. Abbreviations need to be spelled out; they are considered words and are charged individually.

BOXED CLASSIFIED RATES

\$144 per column inch for the first insertion of advertisement.
\$138 per column inch for additional insertions of the same advertisement. Minimum size is 2.2" X 1" wide.

CLASSIFIED CATEGORIES

- | | | |
|----------------------|-----------------------|-------------------|
| 1. WANTED TO BUY | 5D. VACATION RENTAL | 11. EDUCATION |
| 2. FOR SALE | 6. RESIDENCE TO SHARE | 11A. INSTRUCTION |
| 3. REAL ESTATE SALES | 7. SERVICES | 12. BUSINESS |
| 4. RENT/SALE | 7A. DENTAL SERVICES | OPPORTUNITY |
| 5. FOR RENT | 7B. LEGAL SERVICES | 13. ENTERTAINMENT |
| 5A. RESORTS | 8. HELP WANTED | 13A. TRAVEL |
| 5B. SUMMER RENTALS | 9. SITUATIONS WANTED | |
| 5C. RENTALS WANTED | 10. MISCELLANEOUS | |

ALL CLASSIFIED ADS ARE PAYABLE IN ADVANCE

ADS ARE ACCEPTED VIA FAX, EMAIL OR MAIL WITH VISA, MASTERCARD OR CHECK

All copy must be submitted typewritten or hand-printed. Be sure to indicate 'New York Teacher classified' placement is ordered and the category under which the ad should appear. Ads must be received by *New York Teacher* by 5 p.m. of the deadline date. Checks must be made payable to *New York Teacher* and mailed with copy to *New York Teacher*, 800 Troy-Schenectady Road, Latham, NY 12110-2455, Attn: NYT Classified Ads.

Ads accepted with credit card must have card number, expiration date, name, address and phone number of card holder. Credit card accounts will be charged when ads are processed (prior to publication).

We cannot provide tear sheets to classified advertisers.