



Advertising & Production Information

We accept ads by email, CD and FTP. Film negatives should be screened at 85-100 lines per inch and should be right reading, emulsion down. Please forward proofs of ads along with disks and film.

Note: Ads received on disk or email must be either QuarkXpress, InDesign, Illustrator, or PDF format only. Only postscript fonts will be accepted - no true type fonts. Be sure to include all fonts and graphics if using QuarkXpress or InDesign files. Be sure to embed fonts if using PDF formats.

Rates are non-commissionable. A small fee may be charged for some production and design work which will be quoted by the publisher. Proof of ads and advertorials will be provided to the advertiser before the publication date.

Payment and Terms

All advertisers are billed when insertion order is placed; the invoice is our contract. *Virginia Field Trips* accepts prepayment; all invoices are due upon receipt. All advertisers will receive tear sheets/copies upon publication and, if required, will be invoiced at that time. Advertising rates are guaranteed for the length of the contract. We accept credit/debit cards - Amex, MC, Visa, Discover.

Mail all Press Releases, Editorial Ideas and Advertising Materials

EC Publishing, LLC

Attention: Editor

P.O. Box 845, Abingdon, VA 24212

Phone: 1-800-357-0121 - Fax: (276) 739-0015

Email: editor@virginiafieldtrips.com

Publishers of:

Virginia Field Trips Guide
Carolina Festivals newspaper
Virginia Festivals newspaper

www.virginiafieldtrips.com

A guide to...

Includes D.C.



ADVERTISING RATES 2009-2010

Why Target the Student/Youth/ Education Market in Virginia?

- The student travel business remains a big “growth market” in the overall travel and tourism business.
- Easy to identify niche.
- The education market offers tremendous repeat business year after year.
- Large Groups with 2-5 plus buses each field trip.
- Disposable incomes - parents usually provide their children discretionary money for field trips which includes food and gifts.
- Seeding Future Business - children who have had a pleasurable school and field trip experience in the past, frequently return to museums, historic sites and attractions with their parents and grandparents.
- Exposes students to both educational and career opportunities - a plus for teachers, parents and students.

Distribution

- Mailed to all K - 8th Grade Public and Private Schools in Virginia – over 1,200 schools
- Individual Copies Mailed to 8th Grade History / Social Studies/History Curriculum Teachers
- Bonus Distribution at Educational Trade Shows in Virginia and to Homeschoolers

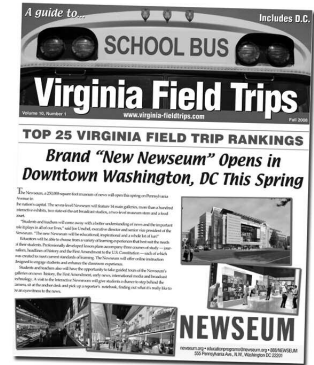
Editorial Features

- Centerfold Locator Map of Virginia
- New Museums and Attractions Features
- “Destination Feature” on key cities and regions to visit on field trips
- Fall Issue - Top 25 Field Trip Rankings
- Spring Issue - Top 25 Museums and Attraction Rankings
- Teacher Resources



Two Information Packed Issues Published Each School Calendar Year!

Each issue of Virginia Field Trips Guide coincides with the Fall and Spring Semester Planning schedules for parents and teachers in both public and private schools.



Fall Issue 2009

Advertising Space Closing June 22
Advertising Material Closing June 30
Mid-August School Delivery

Spring Issue 2010

Advertising Space Closing November 6
Advertising Material Closing November 13
Mid-January School Delivery

Advertising Rates & Sizes

Space / Unit Size	1x Rate per insertion	2x Rate per insertion
Front Cover	\$2,675.00	\$2,475.00
Back Cover	\$2,395.00	\$2,255.00
Full Page (or advertorial)	\$2,275.00	\$2,150.00
1/2 Page (or advertorial)	\$1,695.00	\$1,575.00
1/4 Page (or advertorial)	\$1,195.00	\$1,065.00
1/8 Page	\$725.00	\$685.00
1/16 Page	\$495.00	\$475.00
Color	add \$195.00	

All display advertisers will be placed on the Map Centerfold. To be on Map Centerfold only is \$250 per issue or \$400 for 2 issues (includes same-page listing with phone number and web url)

Ad Size

Specifications

Full Page	9.875" W x 10.75" H
1/2 Page Horizontal	9.875" W x 5.25" H
1/2 Page Vertical	4.875" W x 10.75" H
1/4 Page Horizontal	4.875" W x 5.25" H
1/4 Page Vertical	2.375" W x 10.75" H
1/8 Page	4.875" W x 2.625" H
1/16 Page	4.875" W x 1.275" H