NEW JERSEY EDUCATION ASSOCIATION

REVIEW

an education and advocacy resource

Rates & Dates

SEPTEMBER 2026 through JUNE 2027

180 West State Street, P.O. Box 1211, Trenton, NJ 08607-1211
njeareview@njea.org • 609-310-4321 • *njea.org*

AT A GLANCE

The *NJEA Review* is the official publication of the New Jersey Education Association (NJEA). It is published monthly 10 times a year, September through June. This high-quality, perfect bound four-color magazine is mailed directly to the homes of NJEA's members who work in nearly every public school and community college in the state. *The Review* is also available to members in a PDF posted on the Association's website, *njea.org*.

NJEA members include active and retired pre-K to grade 12 public school teachers and education support professionals, community college faculty and other college employees, teacher education students, and other education leaders and supporters.

RESERVING AD SPACE

Space is limited. Please reserve early. No cancellations accepted after the 1st of the preceding month.

Reservations for space, as well as insertion orders, must be submitted by email to *Sream@njea.org*. It is the advertiser's responsibility to ensure that the reservation has been received by the advertising manager. Insertion orders should include the month(s) in which the ad is to run and the size(s) of the ad(s). This must be provided prior to the deadline for receipt of the ad.
While telephone reservations will be accepted, advertisers must follow up their phone conversations with a signed insertion order.

RATES

AD SIZE	1-2X	3-5X	6-9X	10X
Full Page	$2,170	$2,050	$1,955	$1,855
2/3 Vertical	$1,625	$1,550	$1,490	$1,425
1/2 Horizontal	$1,330	$1,265	$1,230	$1,175
1/3 Vertical	$935	$890	$870	$830
1/6 Vertical	$510	$475	$465	$440
Cover IV	$3,740	$3,590	$3,440	$2,900
Cover II or III	$3,635	$3,390	$3,340	$2,810

ISSUE	RESV. DUE*	AD DUE
September	July 15	August 1
October	August 15	September 1
November	September 15	October 1
December	October 15	November 1
January	November 15	December 1
February	December 15	January 1
March	January 15	February 1
April	February 15	March 1
May	March 15	April 1
June	April 15	May 1

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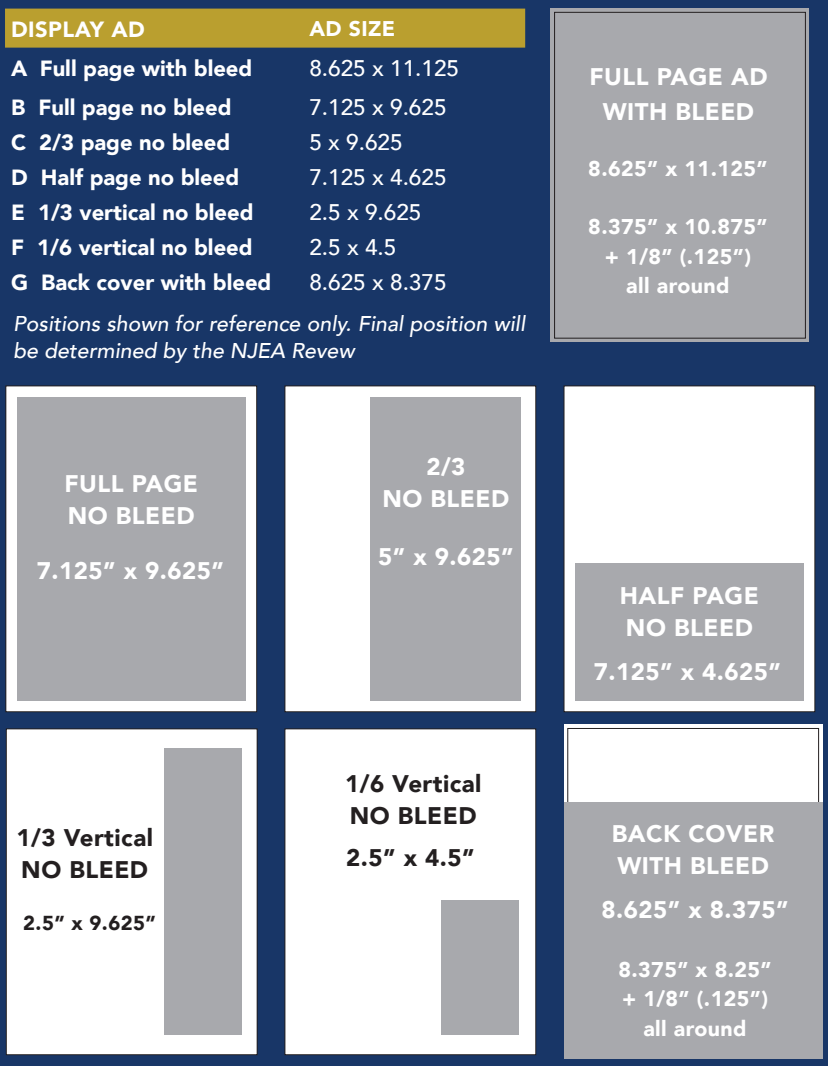
A **High Quality PDF** is the only acceptable file format for all ad units, full page and fractional units. **PDF files must be CMYK composite**, professionally created as a High Quality Print PDF or PDF/X1-A, with high resolution images and all fonts embedded.

Naming convention of digital files must include **advertiser name** and the *NJEA Review* **issue month and year.** Please do not use spaces or odd characters.

Measurements in inches (width x height)

DISPLAY AD	AD SIZE
A Full page with bleed	8.625 x 11.125
B Full page no bleed	7.125 x 9.625
C 2/3 page no bleed	5 x 9.625
D Half page no bleed	7.125 x 4.625
E 1/3 vertical no bleed	2.5 x 9.625
F 1/6 vertical no bleed	2.5 x 4.5
G Back cover with bleed	8.625 x 8.375

Positions shown for reference only. Final position will be determined by the NJEA Revew



PLEASE DOUBLE CHECK AD SPECIFICATIONS. IF YOUR ARTWORK DOES NOT MEET THE SPECIFICATIONS — PLEASE ADJUST BEFORE SUBMITTING.

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Advertising Notes

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PRICING

Contracts specifying a variety of sizes shall be entitled to the multiple insertion rate for each size if, in total, three or more insertions are ordered. Advertisers who do not order the required number of insertions for multiple insertion rates but who subsequently order sufficient additional insertions within one publishing year shall receive a rebate or credit. Advertisers who cancel insertions that entitled them to the multiple rates shall be billed for the one-time rate for all insertions during that publishing year. We offer a 15% commission to recognized advertising agencies placing the ads.

BILLING & PAYMENT

Billing invoices are sent with a copy of the magazine as soon as the magazine is published.

Terms: Net 30 days

All new advertising must be prepaid until credit is established.

DELIVERY

Ads should be emailed to Sara Ream at ***Sream@njea.org.*** Sara will confirm receipt of the ad.

If the file is too large for email, please call or send an email to ***Sream@njea.org*** to determine an alternative, timely delivery method.

Contact

Sara Ream
609-310-4321
Sream@njea.org

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GENERAL

The Publisher (NJEA) reserves the right to reject and/or cancel any and all advertisements at any time.

Neither the "Advertising" Agency nor Advertiser may cancel orders for advertising after publication closing dates. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the Publisher.

Advertising that simulates editorial content will not be accepted. The Publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in this rate card or in the Association's established advertising policies.

Any insertion of advertising made by the Agency and the Advertiser represents an acceptance of all of the terms and conditions of the rate card applicable to the issue in which such insertion is to be published. Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by Publisher is contained if such failure is due to acts of God, strikes, accidents, or other circumstances beyond Publisher's control.

In consideration of publication of an advertisement, the Advertiser and the Agency, jointly and severally, will indemnify and hold harmless the NJEA, NJEA Review, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims of suits for libel, violation of right of privacy, copyright infringement, or plagiarism.

A. Unacceptable advertising

The NJEA Review shall not accept advertising for the following products or services:

1. Alcoholic beverages
2. Cigarettes and tobacco products
3. Insurance that conflicts with Association-endorsed or state group programs (Although student accident insurance is acceptable)
4. Charter/Group travel—from agencies or groups that are offering tour or travel arrangements other than those that are officially connected with the NJEA travel program. The Association will continue to accept advertising for travel services in noncompetitive areas, including travel connected to specific college courses and educational exchange programs.
5. Providers who compete with NJEA-sponsored vendors
6. Mail order vitamins (except in endorsed programs). Other types of pharmaceutical and drug advertising will be subject to critical review.
7. Religious books and supplies
8. Small loans
9. Investment companies and financial services
10. Vanity publishers
11. Political advertising
12. Tax guides and related services