

ACTFL

AMERICAN COUNCIL ON THE
TEACHING OF FOREIGN LANGUAGES

ADVERTISING WITH ACTFL 2019/2020

The Voice of Language Learning

Founded in 1967, the American Council on the Teaching of Foreign Languages (ACTFL) serves a membership of more than 13,000 foreign language educators at all levels of instruction and in all languages, from pre-K to postgraduate, as well as in government settings. ACTFL is proud to offer advertisers a variety of different ways to market their products and services to this broad community of language educators.

TO ADVERTISE PLEASE CONTACT

Casey Bloyer

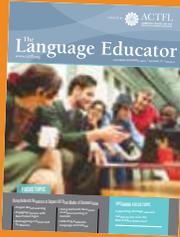
Exhibits Manager

cbloyer@actfl.org

PH 703-894-2900 ext. 109

FAX 703-894-2905

About *The Language Educator*



Published in February/March, April/May, August/September, and October/November

24% of readers read exclusively via thelanguageeducator.org—a new and interactive way to reach the ACTFL audience

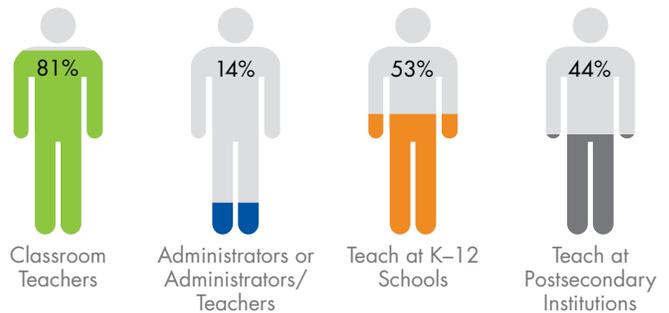
Features address important developments and upcoming trends in language teaching and learning

The Language Educator is ACTFL's official member magazine offering comprehensive coverage of important trends and developments in language education. This award-winning magazine is published every February/March, April/May, August/September, and October/November, and is delivered either via print or electronically to all ACTFL members, individuals, and organizations—the most committed educators in the profession!

Every issue of *The Language Educator* includes feature articles on important developments and trends in language teaching and learning at all levels. ACTFL's reputation in the language community gives us access to the leaders and decision-makers throughout the profession, and the magazine delivers editorial content that is timely, accurate, and thorough. Language teachers and administrators at the pre-K through postsecondary levels throughout the United States consider this magazine to be the authoritative voice of the profession. *The Language Educator* puts your company, products, and services in front of the educators who control classroom and departmental budgets at institutions throughout the country.

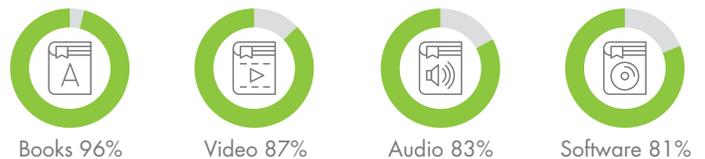
Audience

Discover Your Best Customers: The Top Language Educators!

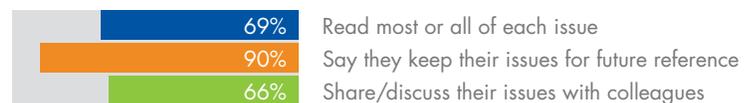


They Have the Influence to Impact Buying Decisions!

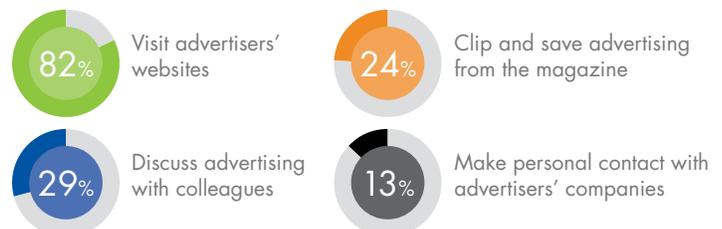
- More than half have direct purchasing authority for classroom materials
- Percentage who participate in purchasing decisions for:



They Rely on *The Language Educator* for Product Information!



They Respond to the Advertising They See in *The Language Educator*!



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The Language Educator Advertising Rates 2019/2020

Production Calendar

Month & Issue	Ad Reservation	Materials Due	Distribution
Feb/Mar 2019	Dec 15, 2018	Jan 4, 2019	1st wk of Feb 2019
Apr/May 2019	Feb 15, 2019	March 1, 2019	1st wk of Apr 2019
Aug/Sept 2019	June 15, 2019	June 28, 2019	1st wk of Aug 2019
Oct/Nov 2019	Aug 15, 2019	Aug 31, 2019	1st wk of Oct 2019
Feb/Mar 2020	Dec 15, 2019	Jan 4, 2020	1st wk of Feb 2020
Apr/May 2020	Feb 15, 2020	March 1, 2020	1st wk of Apr 2020
Aug/Sept 2020	June 15, 2020	June 28, 2020	1st wk of Aug 2020
Oct/Nov 2020	Aug 15, 2020	Aug 31, 2020	1st wk of Oct 2020

Print Ad Rates

Full Color Rates (Cost Per Issue)		
Ad Size	1x	4x
Quarter Page	\$2,000	\$1,640
Half Page	\$2,325	\$2,015
Full Page	\$2,970	\$2,625
Across from the TOC	\$3,000	\$2,800
Inside Front Cover	\$3,200	\$3,120
Inside Back Cover	\$3,200	\$3,120
Back Cover	\$3,700	\$3,580
2-Page Spread	\$4,300	\$4,150

Black & White Rates (Cost Per Issue)		
Ad Size	1x	4x
Full Page	\$1,670	\$1,585
Half Page	\$1,025	\$975
Quarter Page	\$700	\$550

Advertise in *The Language Educator* Online

Ad Size	
550 x 480 px	\$1,200 Left of Cover (LC)
120 x 600 px	\$750 Skyscraper Left (SL)
120 x 600 px	\$750 Skyscraper Right (SR)
468 x 60 px	\$650 Full Banner Top (BT)
468 x 60 px	\$550 Full Banner Bottom (BB)
	\$500 Add interactivity to print ad

Classified Section in *The Language Educator*

Ad unit measures 2.375" to 3.75" x 1.5" to 2.75"

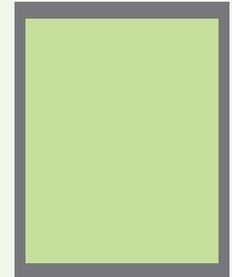
2x frequency = \$250 each	4-color: add \$100
3x frequency = \$235 each	2-color: add \$50
4x frequency = \$215 each	

The Language Educator Ad Sizes

Full Page Ads

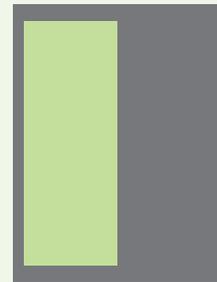


Bleed
8.375" x 10.875"
(w/ bleeds 8.875" x 11.375")

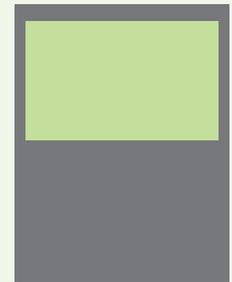


No Bleed
7.5" x 9.5"

Half Page Ads



Vertical
3.625" x 9.5"



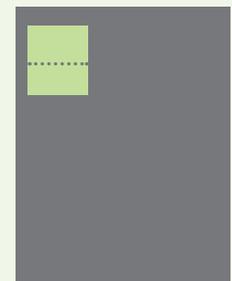
Horizontal
7.5" x 4.625"

Quarter Page Ads



3.625" x 4.625"

Classified Ads

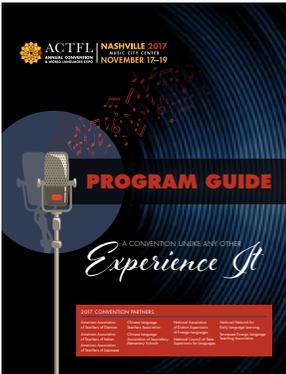


2.375" to 3.75" x
1.5" to 2.75"

The Language Educator Online Ads



Official Convention Program Guide

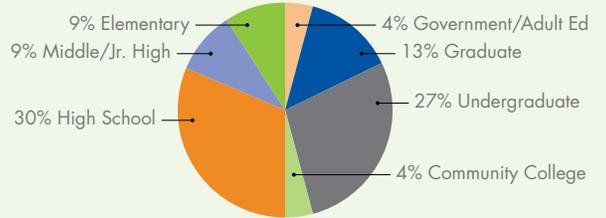


At 200 pages, the official program guide is the road map that attendees rely on to maximize their conference experience. It contains detailed descriptions of more than 800 workshops and program sessions, maps of hotels and convention venues, a chart of the exhibition hall, descriptions of exhibitors, rosters of the leadership of ACTFL and related organizations, and much more. The

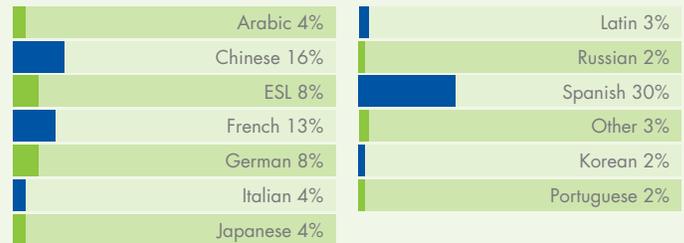
program serves not only as a guide to the convention, but also as a year-round reference of the organizations and people who comprise the language learning profession.

Certainly, exhibitors use program guide advertising as a means of previewing their products and services and to invite attendees to their on-site booths. An ad in the program guide positions your company as an active supporter of the profession, and it is a marketing tool that will pay dividends throughout the year.

Level



Languages



Assignment



ACTFL Online Advertising



www.actfl.org

We see an average of 90,000 visits (70,000 unique visitors) and 240,000 page views every 3 months.



ACTFL Connection Advertising

ACTFL Connection email blasts go out to all 13,000 ACTFL members every 2-3 weeks.



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ACTFL Convention Program Guide Advertising Rates

Official Convention Program Guide

Each November, more than 7,000 ACTFL members and other language professionals convene for the ACTFL Annual Convention and World Languages Expo. At more than 200 pages, the official Program Guide is the road map attendees rely on to maximize their conference experience. It contains detailed descriptions of more than 700 educational sessions, workshops, meetings, and special events, upcoming professional initiatives, maps of hotels and convention venues, a chart of the exhibition hall, descriptions of exhibitors, rosters of the leadership of ACTFL and related organizations, and much more. The Program Guide serves not only as a guide to the meeting, but as a year-round reference of the organizations and people who comprise the language learning profession.

Certainly, exhibitors use Program Guide advertising as a means of previewing their products and services and to invite attendees to their booths. An ad in the Program Guide positions your company as an active supporter of the profession, and it is a marketing tool that will pay dividends throughout the year.

Print Ad Rates

Ad Size	Full Color	2-Color	Black & White
Quarter Page	\$1,930	\$1,035	\$615
Half Page	\$2,155	\$1,260	\$840
Full Page	\$2,615	\$1,720	\$1,300
Across from the TOC	\$2,750		
Page 1	\$2,840		
Inside Front Cover	\$2,870		
Inside Back Cover	\$2,870		
Back Cover	\$3,520		
2-Page Spread	\$4,290		
Center Spread	\$4,560		

Ads on ACTFL Website

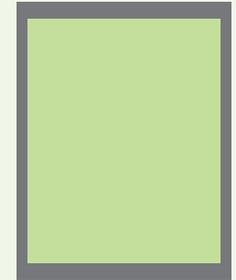
www.actfl.org	
Ad Size	<i>Ad positioned on left margin of any web page</i>
220 x 150 px static only	\$1,200 per month \$1,100 per month if multiples
ACTFL Connection	
Ad Size	
600 x 200 px static or animated	\$750 for one \$650 for multiples

Convention Program Guide Ad Sizes

Full Page Ads



Bleed
8.375" x 10.875"
(w/ bleeds 8.875" x 11.375")

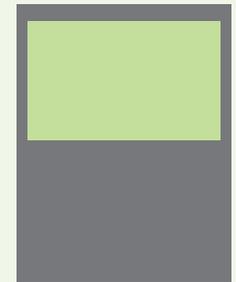


No Bleed
7.5" x 9.5"

Half Page Ads



Vertical
3.625" x 9.5"



Horizontal
7.5" x 4.625"

Quarter Page Ads



3.625" x 4.625"

General Advertising Information & Conditions

Material Requirements

All ads must be submitted electronically via email or electronic transfer system, ideally as a print-quality PDF with all fonts converted to outlines and images embedded. Print ad files must be at least 300 dpi in resolution and CMYK in color. Files at less than 300 dpi may compromise the quality of reproduction. If your full-page print ad has bleeds, then bleeds should be set at .25". Please include crop marks for all print ads. Digital ad files should be at least 72 dpi and RGB in color. A hard copy color proof, sized at 100% and looking exactly as the advertiser expects, should be mailed in for every ad being placed. There can be no assurance of a printed match to original ad files without a hard copy color proof. Advertisers choosing multiple insertions may change copy for each insertion without charge. Please call to confirm specifications if you have any questions about the format of your ad.

Thinking about advertising but don't have an ad? **Let us help!**

ACTFL will invoice advertisers for typesetting, design, layout, desktop design, and production at a rate of \$100 per hour. Positions cannot be guaranteed except for covers and center spread. There is a \$50 additional charge for all other position requests (e.g., front/back of publication; right/left page). Requests will be honored subject to availability. Upon request, ACTFL will make every effort not to place ads across from, or on the same page as, those of specific competitors.

ACTFL Membership List Rental

Lists of ACTFL members may be rented for one-time use to promote material that is of professional interest to language educators. All orders must be made through INFOCUS Marketing, Inc.

ACTFL's rate card and order form is also available at <http://infocuslists.com>. For more information or to speak with a representative, please call (800) 708-LIST.

Billing

All payments are due within 10 days of invoice date. Interest of 1.5% per month will be charged on invoices after 30 days from invoice date. A sample page containing a published version of the advertisement will be provided only upon written request from the Advertiser. Failure to provide tear sheets is not a breach of contract by ACTFL. There is no agency discount. Invoices not paid within 30 days of billing date are subject to a 2% per month service charge. Payment must be made either by credit card (MasterCard or Visa) or by check or money order drawn on a U.S. bank in U.S. dollars. Rates quoted are valid for the current calendar year only.

Cancellation

Cancellation of reservations must be made in writing by mail, fax, or e-mail by the production closing date. Such cancellations will be accepted after the closing date if the particular publication can be redesigned without disrupting printing schedules or incurring additional expense; otherwise, the advertiser will be responsible for the full cost of the alteration.

Claims

ACTFL will not be liable for any costs or damages arising from failure to publish an advertisement or if errors appear in an ad's text or key codes. There is no guarantee the color and image quality will be exact, but every effort will be made to create the best reproduction possible. Advertisers and their agents agree to indemnify and protect ACTFL from all claims, actions, or expenses arising from advertising placed in its publications.

To Advertise

PLEASE CONTACT:

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AMERICAN COUNCIL ON THE TEACHING OF FOREIGN LANGUAGES

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