The Voice of Language Learning

Founded in 1967, 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
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.

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:
  - Books 96%
  - Video 87%
  - Audio 83%
  - Software 81%

They Rely on The Language Educator for Product Information!
- Read most or all of each issue
- Say they keep their issues for future reference
- Share/discuss their issues with colleagues

They Respond to the Advertising They See in The Language Educator!
- Visit advertisers’ websites 82%
- Clip and save advertising from the magazine 24%
- Discuss advertising with colleagues 29%
- Make personal contact with advertisers’ companies 13%
The Language Educator Advertising Rates

Production Calendar

<table>
<thead>
<tr>
<th>Month &amp; Issue</th>
<th>Ad Reservation</th>
<th>Materials Due</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>Dec 15</td>
<td>Jan 4</td>
<td>1st wk of Feb</td>
</tr>
<tr>
<td>Spring</td>
<td>Feb 15</td>
<td>March 1</td>
<td>1st wk of Apr</td>
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<td>Summer</td>
<td>June 15</td>
<td>June 28</td>
<td>1st wk of Aug</td>
</tr>
<tr>
<td>Fall</td>
<td>Aug 15</td>
<td>Aug 31</td>
<td>1st wk of Oct</td>
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Print Ad Rates

Full Color Rates (Cost Per Issue)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>4x</th>
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<tbody>
<tr>
<td>Quarter Page</td>
<td>$2,000</td>
<td>$1,640</td>
</tr>
<tr>
<td>Half Page</td>
<td>$2,325</td>
<td>$2,015</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,970</td>
<td>$2,625</td>
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<tr>
<td>Across from the TOC</td>
<td>$3,000</td>
<td>$2,800</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,200</td>
<td>$3,120</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,200</td>
<td>$3,120</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$3,700</td>
<td>$3,580</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$4,300</td>
<td>$4,150</td>
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Black & White Rates (Cost Per Issue)

<table>
<thead>
<tr>
<th>Ad Size</th>
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<th>4x</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$1,670</td>
<td>$1,585</td>
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<tr>
<td>Half Page</td>
<td>$1,025</td>
<td>$975</td>
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<tr>
<td>Quarter Page</td>
<td>$700</td>
<td>$550</td>
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Advertise in The Language Educator (Online Only)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Top Leaderboard Ad</th>
<th>Table of Contents Ad</th>
<th>Bottom Centered Ad</th>
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</thead>
<tbody>
<tr>
<td>728 x 90 pixels</td>
<td>$1050</td>
<td>$950</td>
<td>$550</td>
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<td>300 x 250 pixels</td>
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<tr>
<td>300 x 50 pixels</td>
<td>$550</td>
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</tbody>
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Classified Section in The Language Educator

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

- 2x frequency = $250 each
- 3x frequency = $235 each
- 4x frequency = $215 each

- 4-color: add $100
- 2-color: add $50

The Language Educator Online 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”

Casey Bloyer, Exhibits Manager
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Revised 08/18/20
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.

www.actfl.org

We see an average of 147,000 visits (136,000 unique visitors) and 565,000 page views every 3 months.
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

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Full Color</th>
<th>2-Color</th>
<th>Black &amp; White</th>
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<tbody>
<tr>
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<td>$1,035</td>
<td>$615</td>
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<td>Half Page</td>
<td>$2,155</td>
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<tr>
<td>Full Page</td>
<td>$2,615</td>
<td>$1,720</td>
<td>$1,300</td>
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<td>$2,750</td>
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</tr>
<tr>
<td>Page 1</td>
<td>$2,840</td>
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<tr>
<td>Inside Front Cover</td>
<td>$2,870</td>
<td></td>
<td></td>
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<tr>
<td>Inside Back Cover</td>
<td>$2,870</td>
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</tr>
<tr>
<td>Back Cover</td>
<td>$3,520</td>
<td></td>
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</tr>
<tr>
<td>2-Page Spread</td>
<td>$4,290</td>
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<tr>
<td>Center Spread</td>
<td>$4,560</td>
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</tbody>
</table>

Ads on ACTFL Website

- **www.actfl.org**
  - Ad positioned on each page of website except the homepage. One URL link included.
  - 220 x 150 px static only:
    - $1,200 per month
    - $1,100 per month if multiples

ACTFL Connection

- 600 x 200 px static image
  - One URL link included:
    - $750 for one
    - $650 for multiples

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Revised 08/18/20
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.

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.

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Language Connects
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PH 703-894-2900 | FAX 703-894-2905 | www.actfl.org

Revised 08/18/20