



# *KNOW Ad Sales*

Thank you for your interest in advertising with the Georgia Association of Educators' **KNOW** magazine. Here is some basic information that will help you in determining what type of ad you would like to place in the **KNOW** for our readers. If you have more specific questions, please feel free to contact us via email at [KNOW@gae.org](mailto:KNOW@gae.org) or by phone at (678) 837-1134.

**KNOW** is a nationally award-winning publication for Georgia Educators. The magazine is published quarterly and each issue reaches the entire GAE membership. The thousands of **KNOW** readers are comprised of teachers, superintendents, legislators, administrators, education support professionals, members of boards of education, college faculty, librarians, and ... future teachers.

We are currently accepting advertising submissions for the **KNOW** magazine.

If you would like to check out our most recent issue, please [click here](#) or visit our website at [www.gae.org](http://www.gae.org)

Each issue is published in both print and digital formats. Your ad will appear in print and online.

# Ad Pricing

Advertisement Size & Specs	Pricing
Full-page ad (back cover) – 8.5” x 11”	\$2,500.00
Full-page ad (inside front or back cover) – 8.5” x 11”	\$1,750.00
Full-page ad (with full bleed) – 8.5” x 11”	\$1,500.00
Full-page ad (without full bleed) – 7.375” x 9.875”	\$1,500.00
Half-page ad, horizontal – 7.375” x 4.875”	\$975.00
Half-page ad, vertical – 4.875” x 7.375”	\$975.00
Third-page ad, horizontal – 2.375” x 9.875”	\$700.00
Third-page ad, vertical – 9.875” x 2.375”	\$700.00
Ad design (creating a customized ad)	\$275.00 (in addition to the ad size cost)

**NOTE:** All **KNOW** ads are in four-color.

# *Discounts & Deadlines*

<b>Number of Advertisements</b>	<b>Discount</b>
2 ads per year	15%
3 ads per year	20%
4 ads per year	30%

<b>Issue</b>	<b>Deadline</b>
Spring Issue	January (1 <sup>st</sup> week)
Summer Issue	June (1 <sup>st</sup> week)
Fall Issue	October (1 <sup>st</sup> week)
Winter Issue	November (4 <sup>th</sup> week)