

# SUNSHINE STATE TESOL OF FLORIDA

## ADVERTISING RATE SHEET: 2007- 2008

Sunshine State TESOL of Florida offers your company an opportunity to advertise in its publications, which are distributed to more than 800 teachers and administrators throughout Florida. Each year, we publish two newsletters, a refereed journal, and the annual conference program. A mailing list is also available at a nominal cost of \$150. We hope that you will consider our publications and online journal for promotion of your ESOL textbooks and materials.

<b><u>Ad Location</u></b>	<b><u>Dimensions in Inches</u></b> (horizontal x vertical)	<b><u>Cost</u></b>
Full Page—Outside back cover Conference Program only	7½" x 10"	\$300
½ Page—Outside back cover Journal or Newsletter	7½" x 5"	\$225
Full Page—Inside back cover Journal or Conference Program	7½" x 10"	\$250
Full Page	7½" x 10"	\$150
½ Page	7½" x 5"	\$110
1/4 Page	3½" x 5"	\$ 75

We use digital photocopying for our publications. Please submit ads as pdf files (e-mail or diskette) or camera-ready hard copy (no screens). We no longer accept film negatives. All ads are black and white unless other arrangements are made.

## PUBLICATION DEADLINES: 2007-2008

<b><u>Newsletter</u></b>	<b><u>Journal (Hard-Copy)</u></b>	<b><u>Online Journal</u></b>	<b><u>Conference Program</u></b>
<b>February 1</b> <b>September 1</b>	<b>February 15</b> <b>September 1</b>	<b>On-Going</b>	<b>March 30</b>

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