

## TESOL Publication Closing Dates & Deadlines

PUBLICATION	ISSUE	RESERVATION DEADLINE	MATERIALS DEADLINE	PUBLISHED DATE
<b>PRINT</b> TESOL QUARTERLY	March	15 Dec	28 Dec	17 Feb
	June	16 Mar	29 Mar	19 May
	Sept	15 Jun	28 Jun	18 Aug
	Dec	14 Sept	27 Sept	17 Nov
<b>DIGITAL</b> TESOL QUARTERLY	Monthly	15th of month	22nd of month	1st of the month
<b>DIGITAL</b> TESOL JOURNAL	Monthly	15th of month	22nd of month	1st of the month
<b>DIGITAL</b> TESOL CONNECTIONS	Monthly	15th of month	22nd of month	1st business day of the month
<b>DIGITAL</b> TESOL CAREER CENTER	Monthly	15th of month	22nd of month	1st of the month
<b>DIGITAL</b> TESOL COFFEE CHATS	Up to 10 annually	1st of month	1 week prior to chat	N/A

# TESOL Advertising Reservation Form



## ADVERTISER INFORMATION:

Company \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
City, State, Zip, Country \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Contact Email \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_

## AD PLACEMENTS:

### TESOL QUARTERLY **PRINT EDITION**

March \_\_\_\_\_ (year)    June \_\_\_\_\_ (year)    September \_\_\_\_\_ (year)    December \_\_\_\_\_ (year)  
Cover 2    Cover 3    Cover 4    Full Page    Half Page

Total **TESOL Quarterly Print** Cost USD \$ \_\_\_\_\_

### TESOL QUARTERLY **DIGITAL EDITION**

Months and Year(s) \_\_\_\_\_  
Top Banner (728x90)    Medium Rectangle (300x250)

Total **TESOL Quarterly Digital** Cost USD \$ \_\_\_\_\_

### TESOL JOURNAL **DIGITAL**

Months and Year(s) \_\_\_\_\_  
Top Banner (728x90)    Medium Rectangle (300x250)

Total **TESOL Journal** Cost USD \$ \_\_\_\_\_

### TESOL CONNECTIONS **DIGITAL**

Months and Year(s) \_\_\_\_\_  
Top Banner (630x60)    Bottom Banner (470x100)    Side Button (200x250)

Total **TESOL Connections** Cost USD \$ \_\_\_\_\_

### TESOL CAREER CENTER **DIGITAL**

Month(s) and Year(s) \_\_\_\_\_  
Homepage Medium Rectangle (300x250)    Medium Rectangle (300x250)

Total **TESOL Career Center** Cost USD \$ \_\_\_\_\_

### TESOL COFFEE CHATS **DIGITAL**

# of Coffee Chats and Year(s) \_\_\_\_\_  
Provide a giveaway for chat attendees

Total **TESOL Coffee Chats** Cost USD \$ \_\_\_\_\_

### RETARGETING **DIGITAL**

Month(s) and Year(s) \_\_\_\_\_  
First Impression    Ultimate Impression    Premium Impression

Total **Retargeting** Cost USD \$ \_\_\_\_\_

**TOTAL Advertising Cost USD \$** \_\_\_\_\_

**METHOD OF PAYMENT:**

VISA/MasterCard

American Express

Wire Transfer\*

Request Invoice Check\*\*

Card Number \_\_\_\_\_

Name on Card \_\_\_\_\_

Expiration Date \_\_\_\_\_ Authorization Code \_\_\_\_\_

Amount to Charge \$ \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Billing Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Please fax completed Advertisement Reservation Form and payment to TESOL +1 703.691.5327**

**Attention: Natalie Bertsch, Marketing Coordinator**

\*Electronic payment available through ACH credit to Bank Routing #(ABA)-021052053, Account #89923581

\*\*If paying via wire transfer, please contact [advertise@tesol.org](mailto:advertise@tesol.org)

\*\*\*If paying by check, please make payable to "TESOL" and mail to:

TESOL Advertising, 1925 Ballenger Avenue, Suite 550, Alexandria, VA 22314-6820

**Advertising Terms and Conditions**

A signed advertising agreement is required for all advertising. All ads must be approved by TESOL and are accepted subject to the terms and provisions outlined in this rate card. TESOL reserves the right to reject, exclude, or cancel any ad or space commitment at any time for any reason. Advertisers are responsible for preparing their ads correctly and in accordance with advertising specifications published in this rate card.

TESOL reserves the right to resize or otherwise correct an ad so that it conforms to published specifications. Because of the time constraints associated with publishing, the advertiser may not be contacted prior to changes made to submitted ad materials. The advertiser nevertheless remains responsible for any charges associated with making those changes. Companies with overdue balances owed to TESOL for any reason may not advertise until those balances are paid in full. Ads must be canceled in writing and confirmed by TESOL no later than the closing date for the issue(s).

Cancellations (as well as changes in insertion orders) will not be accepted after the closing date. Advertisers will be short-rated<sup>†</sup> if, within a 12-month period from the start of a contract, they fail to use the number of insertions upon which billing was based. If advertising materials are not received by the material closing date for an issue in which space has been reserved, TESOL reserves the right to run a previous ad or, in the event no advertisement is on file, a house ad. In such cases, the advertiser remains responsible for all charges.

TESOL does not pay agency commissions. This helps keep our ad rates low.

TESOL does not accept employment ads for any TESOL serial publications, including *TESOL Quarterly*, *TESOL Journal*, and *TESOL Connections*. For information on how to place an employment ad in TESOL's Online Career Center, visit <http://careers.tesol.org/>. First-time advertisers are required to pay in full when the ad reservation is submitted. Repeat advertisers must pay within 30 days of receipt of invoice.

<sup>†</sup> Short rated: If the advertiser has a 4-time contract and runs only 3 ads, all 3 ads are billed at the full-time rate because the advertiser did not qualify for the 4-time rate

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date