



'08-'09 ONCUE JOURNAL

The Official Publication of the Computer Using Educators, Inc.

COMPUTER USING EDUCATORS ONCUE JOURNAL

► **Computer-Using Educators (CUE)** is a California nonprofit professional association founded in 1978 to advance student achievement through technology in all disciplines from preschool through college. CUE provides leadership and support to the educational technology community in order to achieve this goal.

► With an active membership of thousands of educational professionals, CUE is the largest organization of its type in the west and one of the largest in the United States. CUE Conferences are California's premier educational technology events. CUE will be producing several hands-on workshops focused on the needs of K12 Educators during the week of Macworld at the Macworld Educator Academy.

► CUE's primary membership consists of teachers in both public and private sectors including higher education. We also include the Ed Tech Directors of various school districts as well as Technology Directors and Teachers on Special Assignment.

► **The OnCUE Journal** gets technology resources out to educators of all levels in order to advance their professional development. OnCUE encourages communication between the Education Techs and the IT Techs in the School Districts by offering open forums for both entities to share their ideas in the Journal. Our editorial also serves as an advocate to the California Legislature in regards to funding of computer-based educational tools for California's Schools

► **OnCUE** is published five times a year with a circulation of over 6,500. Fifty percent of the distribution consists of teachers within the elementary, secondary and college-level faculty who are involved in teacher education programs. Approximately twenty five percent is distributed to District Tech Leaders with at least one copy going to each K-12 California school district. The remainder of our circulation is distributed to administrators, higher education professionals, related non-profit organizations and legislative leaders.

CUE Office:

387 17th Street, Suite 208
Oakland, CA 94612
www.cue.org | phone 510.814.6630 | fax 510.444.4569

Sales Office (Please send all materials here):

115 Spring Water Way
Folsom, CA 95630
phone 916.990.9999 | fax 916.990.9991
Visit www.aosinc.biz to upload artwork

DATE:

TO:

FROM:

SUBJECT:



'08-'09 ONCUE JOURNAL

The Official Publication of the Computer Using Educators, Inc.

2008-2009 EDITORIAL PLANNER

<u>ISSUE</u>	<u>TOPICS</u>	<u>AD DEADLINE</u>	<u>MONTH PUBLISHED</u>
Fall 2008	Main Theme: <i>The New Literacies: Data, Information, Media, Financial, Geospatial</i>	July 5, 2008	September 2008
Winter 2008	Main Theme: <i>Video in the Classroom</i>	September 12, 2008	November 2008
Spring 2009	TBD	December 4, 2008	February 2009
Summer 2009	TBD	February 20, 2009	May 2009

REGULAR DEPARTMENTS

- Features address successful school-based technology programs
- News and Updates "Bits and Bytes"
- Critical Legislative Information
- "CUE Review" of online and software resources
- Regular columns concerning emerging technologies and professional development. These include Tech Coordination, Professional Development, The Bleeding Edge, Tips & Tricks and others.
- Latest tips on new hardware and software
- Online archive of previous issues

OnCUE CONTACTS:

Advertising Manager:
Cici Trino • 916. 990.9999
cicit@aosinc.biz

Editor:
Sara Armstrong, Ph.D. • 510. 848.6340
oncue@cue.org

Subscriptions and Mailing Changes:
Nicole Clark • 510.814.6630
nclark@cue.org

Director of Operations:
Marisol Valles • 510.814.6634
mvalles@cue.org

CUE MAIN OFFICE

387 17th Street, Suite 208, Oakland, Ca 94612 ■ (510) 814-6630 ■ www.cue.org



'08-'09 ONCUE JOURNAL

The Official Publication of the Computer Using Educators, Inc.

COMPUTER USING EDUCATORS ONCUE JOURNAL

- ▶ **Computer-Using Educators (CUE)** is a California nonprofit professional association founded in 1978 to advance student achievement through technology in all disciplines from preschool through college. CUE provides leadership and support to the educational technology community in order to achieve this goal.
- ▶ With an active membership of thousands of educational professionals, CUE is the largest organization of its type in the west and one of the largest in the United States. CUE Conferences are California's premier educational technology events. CUE will be producing several hands-on workshops focused on the needs of K12 Educators during the week of Macworld at the Macworld Educator Academy.
- ▶ CUE's primary membership consists of teachers in both public and private sectors including higher education. We also include the Ed Tech Directors of various school districts as well as Technology Directors and Teachers on Special Assignment.
- ▶ **The OnCUE Journal** gets technology resources out to educators of all levels in order to advance their professional development. OnCUE encourages communication between the Education Techs and the IT Techs in the School Districts by offering open forums for both entities to share their ideas in the Journal. Our editorial also serves as an advocate to the California Legislature in regards to funding of computer-based educational tools for California's Schools
- ▶ **OnCUE** is published four times a year with a circulation of over 6,500. Fifty percent of the distribution consists of teachers within the elementary, secondary and college-level faculty who are involved in teacher education programs. Approximately twenty five percent is distributed to District Tech Leaders with at least one copy going to each K-12 California school district. The remainder of our circulation is distributed to administrators, higher education professionals, related non-profit organizations and legislative leaders.

CUE Office:

387 17th Street, Suite 208
Oakland, CA 94612
www.cue.org | phone 510.814.6630 | fax 510.444.4569

Sales Office (Please send all materials here):

115 Spring Water Way
Folsom, CA 95630
phone 916.990.9999 | fax 916.990.9991
Visit www.aosinc.biz to upload artwork

BLACK/WHITE RATES

	<u>1X</u>	<u>4X</u>
Full Page	\$1,000	\$ 800
1/2 Page	\$ 625	\$ 500
1/4 Page	\$ 440	\$ 350
Spread	\$2,000	\$1,600

Discount, or promotional rates are not commissionable.

COVERS

No Cancellation)

	<u>1X</u>	<u>4X</u>
Inside Covers (2)	\$1,200	\$1,000
Back Cover (1/2 page hz)\$	750	\$ 600

GUARANTEED SPECIAL POSITION

Other than covers, 15% surcharge on space to secure preferred position. Otherwise all space requests accommodated at the discretion of the publisher and space available.

AD DIMENSIONS

<u>Size</u>	<u>Width</u>		<u>Height</u>
Full pg	7-1/2"	x	10"
1/2 hz	7-1/2"	x	4-5/8"
1/2 vt	3-5/8"	x	10"
1/4 vt	3-5/8"	x	4-5/8"
Spread	16"	x	20"

Type page: 7-1/2" wide x 10" high
Trim Size: 8-3/8" wide x 10-7/8" high
No bleeds on all advertising

MECHANICAL REQUIREMENTS

Advertisers must submit camera ready art, matching the exact dimensions of the specified ad, in one of the following formats. No other formats are accepted:

- Press-quality PDF (with bleeds when applicable) *or*
- 300 dpi TIFF, EPS or JPG (must be original min. resolution)
- **All art must be accompanied by proof mailed to Association Outsource Services.**

Submission methods:

Mail: CD/DVD to Association Outsource Services, 115 Spring Water Way, Folsom, CA 95630.

Email: to artwork@aosinc.biz - - Include the name of the publication, issue the ad is for, and the name of the advertiser in the subject line. In the body of the email, include art contact information: name, phone, member, etc.

Post electronic file to the AOS FTP at www.aosinc.biz

Create your own login. If you lose your password, create a new account using another email address. Please be sure to place your ad art in the correct publication/association folder then in the correct issue folder.

Ad design is available.

Please contact Lori at Mattas Media with any questions regarding artwork (916) 837-5996. design@mattasmedia.com

JAN 2008



'08-'09 ONCUE JOURNAL

The Official Publication of the Computer Using Educators, Inc.

ADVERTISING INVOICE

COPY AND CONTRACTS REGULATIONS AND POLICY

a) All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising, which it feels, is not in keeping with the publication's standard. b) 15% commission shall be paid to recognized agencies on space and position charges only, provided however that said commission may be forfeit on invoices remaining unpaid 35 days following date of invoice. c) All advertising orders are accepted subject to the terms and provisions of the current rate card. d) A contract year, or twelve-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for the subsequent or past periods. e) PRO-RATE CLAUSE: If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates. However credits earned will apply to billings -no cash rebates will be made. f) Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements pursuant to the advertiser's or agency's order. g) The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. The publisher's liability for any error will not exceed the charge for the advertisement in question. h) Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption or any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner. i) Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice. j) Rates are subject to change during the publishing year. However, rates will hold for signed contracts/insertion orders received prior to published rate change. k) Any deliberate attempt to simulate the publication format is not permitted, and the publisher reserves the right to place the word "advertisement" on any advertisement. l) No guarantee for specified position is made unless the position premium has been added to the contract. m) Publisher reserves the rights to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. o) Closing dates for insertion orders and camera-ready materials are listed in the editorial calendar. p) Cancellations are not accepted after the space close date. Advertisers who do not provide materials by the deadline will be required to rerun an existing advertisement. If an ad rerun is not possible, a 75% cancellation fee will be charged.

MATERIALS MUST BE RECEIVED in accordance with deadline schedule at 115 Spring Water Way, Folsom, CA 95630. Digital art may be uploaded to www.aosinc.biz. Direct art inquires to Lori Mattas at (916) 837-5996. Sales Office: (916) 990-9999

Advertiser (name of company or product being advertised) _____

Agency (if applicable) _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email Address _____

Space Rate: <input type="checkbox"/> member <input type="checkbox"/> non-member	\$ _____
Special Placement (add 15% to gross):	\$ _____
_____	-\$ _____
Insert Charges:	\$ _____
Color Charges:	\$ _____
Design Charges: _____ issue	\$ _____
Net Cost per Insertion:	\$ _____
Number of Insertions:	_____

PLACEMENT: _____

ARTWORK: NEW _____ P/U _____

ISSUE/DEADLINE	SIZE	SHAPE	NOTE	PRICE
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____

This is a legally binding contract. In signing, the advertiser and the agency agree to abide by the contract regulations stated in this contract. Return completed form to: 115 Spring Water Way, Folsom, CA 95630 or: Fax to _____

Payment made to: Association Outsource Services, Inc. NOTE: All first time advertisers will need to submit payment for the first insertion with their original contract. Please mail contract and payment directly to AOS, Inc.

May 08

Authorizing Signature: _____

Name and Title: _____
(Please print)

For administrative use only

SR: _____

Date Accepted: _____