

## Advertising Reach

The National Network for Early Language Learning (NNELL) is a growing organization that reaches a very targeted market- educators, parents and school administrators that are looking for resources on all aspects of early language learning. NNELL is also viewed as a valuable resource for state and national stakeholders involved in making decisions about early language programs. Our membership outreach constantly expands our numbers. All members receive two copies of Learning Languages each year. We also distribute many complimentary copies to prospective members, affiliated organizations, workshop attendees and non-member administrators.

- 1,000 readers
- K-8 Foreign Language Teachers
- Teachers of Chinese, French, German, Italian, Japanese and Spanish
- 49 states
- Foreign Language Supervisors and Administrators
- Parents



## Information and Conditions

**Placement:** Positions cannot be guaranteed except for covers. Friends of NNELL receive priority placement based on their requests.

**Payment:** NNELL requires payment before the ad will be placed into the layout. When the journal is published, advertisers will receive one copy. Additional journals will be supplied upon request. Payment must be made either by credit card (Master Card or Visa) or by check or money order drawn on a U.S. bank in U.S. dollars made out to NNELL. Rates quoted are valid for calendar year 2006 only.

**Cancellation:** Reservations must be canceled in writing by mail or e-mail to the editor listed below. Such cancellations will be accepted 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 insertion.

**Claims:** NNELL 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. Advertisers and their agents agree to indemnify and protect NNELL from all claims, actions, or expenses arising from advertising placed in its publications.

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# NNELL

National  
Network for  
Early  
Language  
Learning

# Learning Languages Media Kit

## Learning Languages Journal



Learning Languages, the journal of the National Network for Early Language Learning (NELL), publishes scholarly articles, practical features, school profiles, tips and tricks, book reviews, product quick takes, lesson ideas and FLES activities. All our individual, organizational and affiliate members receive two full color glossy copies of the journal each fall and spring. Learning Languages embodies NELL's commitment to promote opportunities for all children to develop a high level of competence in at least one language and culture in addition to their own.

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## Requirements

All ads should be full color to maintain the integrity of the journal. Provide the Ad as either: 1) Electronic file (all disks become NELL property), or 2) Print (reproduction quality only). Trim size for the journal is 8 1/2" x 11" — see ad sizes below. No bleeds accepted, accuracy of gutter cannot be guaranteed. Any additional prepress and printer costs will be billed to advertiser.

- 1. Electronic file** requirements: PC platform, print resolution is 300 dpi. A print resolution pdf is preferred, but please provide the original graphic files as well as the pdf in case we need to use them. You may also provide native electronic files in Adobe InDesign format. You must include screen and printer fonts, images, and a hard copy (laser proof) of the ad to verify content. If you are submitting your file via e-mail, please provide a pdf in lieu of hard copy. To control file complexity, all color photos should be no more than 300 dpi CMYK tifs (not Photoshop eps), and must be imported between 80% to 120%. If an image is placed at a higher or lower percentage, please scale in Photoshop and reimport at 100%. Avoid incurring additional charges due to printing problems arising from file complexity. We don't use Microsoft Word files — if you provide one, we will keep content but redesign it for an extra fee
- 2. Print** requirements: We accept a clean uncreased print which we will scan and convert to an electronic file. If you have an electronic file, please send it to save us this step. See above requirements.

## Rate Card

### Color Full Page Ads (7.75" x 10.5")

Regular Full Page	\$600
Inside Back Cover	\$800
Outside Back Cover	\$800
(8.25" x 7.75" to accommodate mailing information)	

### Color Half Page Ads

Horizontal (7.5" x 5")	\$400
Vertical (3.5" x 10")	\$400

### Smaller Color Ads

1/4 Page (3.5" x 4.75")	\$300
1/6 Page (3.5" x 3")	\$200

## Publication Deadlines

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# NELL