



Lewis Edge & Associates, Inc. Publishers' Representatives

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The NCEA focuses on leadership, service, research, value-added curricula, governance, development and public relations.

Momentum

The Official Journal of the NCEA

The NCEA (National Catholic Educational Association) is the largest, private professional education association in the world. Its membership includes more than 200,000 educators serving nearly 8 million students from pre-K through high school, and in college and university religious education programs and seminaries.

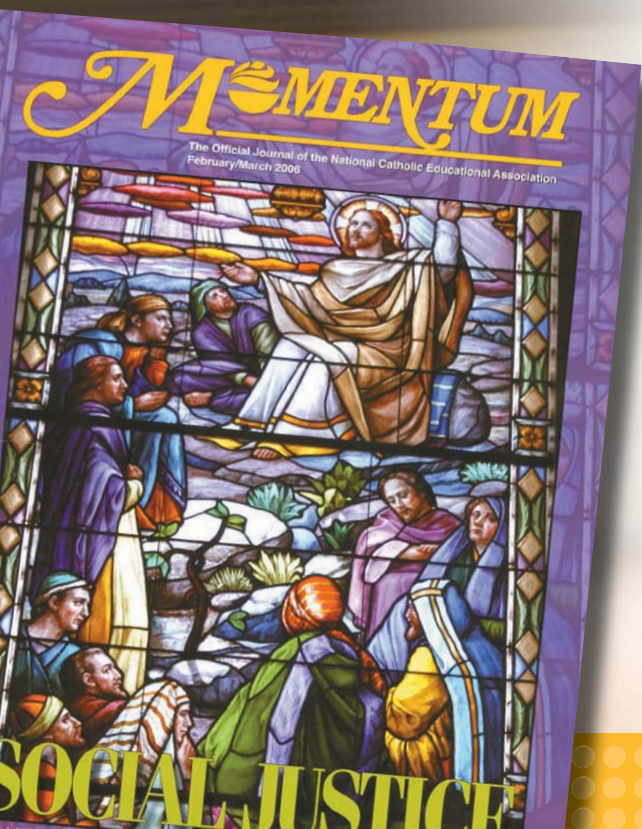
One significant role of the organization is to collect and analyze information about education, including how people learn and how teaching methods and learning continue to change. The association also conducts regular meetings and seminars for leadership, technology and development, including the annual NCEA Convention and Exposition that attracts more than 12,000 attendees, 700 exhibitors/booths and features liturgies and nationally known speakers.

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Momentum is the Official Journal of the NCEA with 100,000 Decision-making Readers/Buyers including Administrators, Teachers and Influential Leaders

- Eighty-eight percent (88%) of **Momentum** readers have direct, day-to-day purchasing influence – from identifying and determining needs to approving purchases.
- Eighty-five percent (85%) of **Momentum** readers are involved in current and future technology purchases.
- Every issue of **Momentum** is a “must read” by its avid reading audience. Research shows that the typical reader reads “cover to cover” and refers to his/her magazine many times during its long shelf life.
- **Momentum** enjoys a loyal and enduring readership base. Nearly half have been regular readers for 10 or more years. More than half of all subscribers save the magazine for a year or longer.
- **Momentum** readers have real buying influence on every conceivable educational product and service. You name it; you sell it; they buy it.
- Our readers shape the future. They teach. They mold. They lead. They are the decision makers and, to your good fortune, they buy!

Extending to “shared readership,” **Momentum** reaches 100,000 decision-making readers with every issue (23,000 X 4+ readers per issue = 100,000).










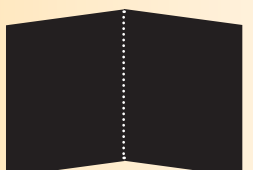
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MOMENTUM Advertising Rates, Sizes, Terms and Conditions

SAFETY MARGIN: Keep all live matter 0.375" from head and foot trim, 0.375" from outer trim, and 0.5" from gutter.

Image Area (Inches wide x Inches deep)	Black & White		
	1 Time	2 Times	4 Times
 1/6 2.25" x 4.875"	\$1375	\$1100	\$ 825
 1/3 square 4.625" x 4.875" 1/3 vertical 2.25" x 9.5"	\$1608	\$1286	\$ 965
 1/2 horizontal 4.625" x 4.875"	\$2225	\$1780	\$1335
 2/3 horizontal 7.5" x 6" 2/3 vertical 4.625" x 9.5"	\$2667	\$2134	\$1600
 Full Page 7.5" x 10"	\$3417	\$2734	\$2050
 2-Page Spread	\$6175	\$4940	\$3705

Specifications

- Digital Advertisements Accepted: Electronic ads must be submitted as composite PDFs only. Extra costs may be incurred if these files are not set up properly.
- Setup of PDFs: All PDFs must have images and fonts embedded. PDF files should be at least 1/8" larger on all four sides to accommodate for bleed, if necessary.
- Resolution: Embed images into a PDF at 300 dpi for 150 line screen; line art at 1,200 dpi; save images as .eps or .tif formats.
- Color: All embedded images must be in CMYK format. Please do not embed RGB images.
- The Publisher is not responsible for errors due to improper file preparation, and additional charges will apply to prepare the ad for print reproduction, along with proof and shipping costs.

Terms and Conditions

15% agency commission to recognized agencies when paid within 30 days. A 1.5% interest charge is imposed for each 30 days non-payment beyond the net 30 days from invoice date. After 45 days, no agency commission is deductible. Invoices are mailed on date of issue. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for all monies due and payable to the publisher.

Copy & Contract Regulations

- No cancellations after insertion order closing date.
- Classified and reading notices not accepted.
- The Publisher reserves the right to exclude any advertisement that does not conform to the standards of the NCEA.
- Simulation of Publisher's format is not permitted. Publisher reserves the right to place the word "advertisement" with copy that resembles editorial style.
- Publisher accepts no responsibility for coupon "back ups" unless agreed upon in writing.
- Tear sheets accompany invoices; full payment due within 30 days.
- Prepayment may be required for first time and one time advertisers.

Issues and Closing Dates

ISSUE	INSERTION ORDER	DIGITAL FORMAT
Feb./Mar.	Dec. 10	Dec. 20
*April/ May	Feb. 15	Feb. 28
Sept./Oct.	July 17	July 15
Nov./Dec.	Sept. 7	Sept. 15

*NCEA CONVENTION ISSUE-bonus distribution

Insertion orders, copy and special instructions needed by closing date. Proof service requires copy to be submitted 3 weeks prior to closing date.

Editorial

Published four times during the school year by:
National Catholic Educational Association (NCEA)

Suite 100
1077 30th Street, N.W.
Washington, D.C. 20007
Brian Gray, Editor
202-337-6232
momentum@ncea.org

Additional Rate

Black & 1-color Add 10%
4-color Add 25%
*All covers include color

Preferred Positions

Page 3, 5 & 7 20% Premium

Other guaranteed positions 10% Premium

Mechanical Requirements

Publication trim size:
8.375" x 10.875"

Printed litho offset
Perfect bind

Covers (Includes color)

	1 Time	2 Times	4 Times
C-II (Inside Front)	\$6175	\$4940	\$3705
C-III (Inside Back)	\$5617	\$4494	\$3370
C-IV (Back Page)	\$6517	\$5214	\$3910

Inserts

	2-Page	4-Page	6-Page	8-Page
	\$ 4500	\$ 7200	\$ 9800	\$11,900

Specifications: Sizes 5"x7" up to 8" x 11.125". Printer trims 3/8" from head, face and foot. 60# stock minimum to 100# maximum text weight. All inserts jog to top.

Prices available for additional units by request. BRCs available. Additional bind-in/tip-in and mailing charges will be billed at net cost, if applicable. For shipping instructions and quantity requirements, call 1-888-768-9555.

Bleed Sizes

Keep all live matter 0.375" from head and foot trim, 0.375" from outer trim, and 0.5" from gutter.

Cover IV 8.625" x 11.125"	PAGE		SPREAD	
	full bleed	gutter bleed only	full bleed	gutter bleed only
	8.625" x 11.125"	8.625" x 10"	17" x 11.125"	16.25" x 10"