



QUILL AND SCROLL

International Honorary Society for High School Journalists
Founded by Dr. George H. Gallup in 1926

School of Journalism and Mass Communication
The University of Iowa
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QUILL & SCROLL MAGAZINE enjoys the **LARGEST CIRCULATION** of any scholastic journalism periodical with more than 9,000 readers. Published during the school year by Quill and Scroll International Honorary Society for High School Journalists, its primary audience is high achieving juniors and seniors who are on their high school media staffs.

Other subscribers include libraries, administrators, university and secondary school educators, and media advisers. Complimentary copies are provided to high school media associations, journalism conventions, conferences and adviser/student workshops.

PERSONNEL

Editor & business manager Vanessa Shelton
Circulation manager Judy Hauge

CIRCULATION DATA

- Average net paid past 12 months 9,300
- Mailed second class, non-profit.
- Subscription rates. . . \$17/one-year and \$29/two-year: \$5/copy

AD RATES, DISCOUNTS, SPECS

- Black & white, two-color, or full color; one-time for standard specs:
- | | |
|---------------------------|--------|
| 1 page | \$ 875 |
| 1/2 page | 650 |
| 1/3 page (1 column) | 500 |
| 1/6 page | 375 |
| 1 column inch | 250 |

- Publisher reserves the right to refuse any advertising.
- Rates guaranteed to July 1 following effective date.
- 10% discount on total billing for multi-issue placement/year.
- COVERS: Back, 3/4 page, 1-time \$1,155
 Inside, front or back 1,145
- INSERTS: Quotations upon request.
- BLEED: Upon request
- POSITION: Subject to prior sale.
- AGENCY COMMISSION: 15% to approved agency.

ISSUANCE AND REGULATIONS

- Published bi-monthly during school year (4 issues total). Beginning September 2009 publication will be twice during school year (2 issues total).
- Distributed approximately the first day of October, January, March, and May.
- AD CLOSING DEADLINE: 30 days prior to issue.
- AD CANCELLATIONS: 30 days prior to issue.
- Failure to receive new ad copy on multi-issue contract 30 days prior to issue, authorizes publisher to use previous copy.

MECHANICAL REQUIREMENTS

- TRIM SIZE: 8.25 by 10.875 in.; three columns to page.
- COLUMN WIDTH: 2.25 in.; double column 4.5 in.
- COLUMN DEPTH: 9.25 in.
- HALFTONES: 120 line screen
- COLOR: CMYK
- PRINTED 70 lb. matrix silk text offset; saddle stitched; self-cover
- ADVERTISER FURNISHES camera ready copy; composition, art work and alterations charged at cost.
- WEB SITE sponsorships and links available at discount with magazine ads

Direct Advertising inquiries to: QUILL & SCROLL Magazine • Journalism and Mass Communication
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