By Sam Attlesey / The Dallas

AUSTIN - Last-minute run in the spring primaries as a member of the NCTE Information Exchange Communica: Journalism Education Today are not statements of JEA policy unless so stated.

... for Canada and Pan American possessions, be purchased for $5 each. Additional postage

TODAY JOURNALISM EDUCATION COMMUNICATION:

FEBRUARY AND APRIL YEAR, IN SEPTEMBER, NOVEMBER,

In the day’s major development, former Secretary of State Tony Garza abandoned his bid for land commissioner and declared instead as a GOP leader. "I want to serve Texas and help strengthen and broaden the Republican Party," said Mr. Garza, who was one of Mr. Bush's chief advisers. "It appears my best opportunity to do...

Associates of Mr. Garza said largely financial. Wealthy Houston businessman David Dewhurst is willing to spend as much as $3 million of promoting his campaign, the first candidate to air such ads.

Money can’t buy you love of Benavides. makes hundreds of updates to the Stylebook. Review some of the latest updates.

... lands and some veterans programs - is being vacated by four-term incumbent Garry Mauro, who was the only Democratic candidate to file for governor.

No marries will advance to the No.

Mr. Bush drew one GOP line - headed by man Bill White, whose party all statewide offices in Texas, upcoming campaigns.

With strong candidates at the grass roots and popular appeal on our issues, the Democratic Party will show... history." She said the candidate values and principles that have long defined Texas.

JOURNALISM EDUCATION ASSOCIATION

JET uses four-color for all inside and cover pages.

Copy should be submitted electronically, either by email or on Macintosh-formatted CD. Microsoft Word is the preferred file format for disk submission. Plain text is also acceptable.

Digital photos should be submitted as 300 PPI JPEG files using a compression of 10, 11 or 12 either in grayscale or RGB mode. Complete caption information and photograph credits should be typed into the Info fields in Photoshop. Do not send captions separate from photos. Write captions for a national audience, being specific in details as to school, city and state for individuals and events pictured as well as on photo credits. Student photographers also should include adviser's name.

Ads must be submitted electronically as high-resolution PDF files electronically via email, Dropbox or other FTP method. Send electronic copy to Pam Boller to ensure receipt. Native InDesign (or other format) files will not be accepted.
COMMUNICATION: JOURNALISM EDUCATION TODAY

Deadline details
Published four times a year. Mailed Bulk Rate.

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MISSION

Communication: Journalism Education Today provides educational perspectives to JEA members on a wide variety of topics, such as teaching/advising issues, scholastic media strategy, pedagogical updates, current journalism research and other professional and technological concerns.

TARGET AUDIENCE

High school journalism educators make up the majority of the 2,700 members, from the newest to the most experienced, of the national Journalism Education Association. A secondary audience includes professionals — college librarians (more than 200 library subscriptions), yearbook printing companies, college journalism education leaders, state and regional association directors.

CONTENT

Communication: Journalism Education Today promotes lifelong professional learning as the norm and as the expectation for all journalism teachers/advisers, from the newest to the most experienced.

The quarterly JEA magazine, which is 32 to 48 pages, presents articles and packages about reporting, writing, editing, photography, design, typography, trends, advertising, fundraising, public relations and ethical standards as well as articles and packages about technology and pedagogy pertinent for journalism educators. Editors seek articles that value originality, thorough research, knowledgeable sources, fact checking and Associated Press style — all in ways that speak to journalism advisers.

To serve multiple readers and to present a wide range of content, each issue showcases an individual pattern. Usually there is diverse subject matter. Occasionally, an issue highlights an in-depth consideration that builds on current journalism needs or on JEA activities or programs. Other presentations present personal commentary, photography or page galleries, original educational exercises or feature shorts highlighting technical innovations.

CONTRIBUTORS

JEA members and other journalism professionals may submit original articles and packages as well as photographs and other visuals that advance magazine goals, as described above. Always the goal for writing is a length that is appropriate for the subject and/or the package. Articles are often 1,500 to 3,500 words, but they may be shorter or longer if the subject requires a special length to achieve effective communication. Packages with multiple stories and visuals are also a way to present diverse perspectives and to focus on complex issues.

Writers are encouraged to present new perspectives on subjects that have journalism education appeal. Writers may include quotations from authoritative or pertinent sources, such as professional journalists (broadcasters, photographers, writers, designers, and the like), students, advisers, administrators or reputable experts. All copyrighted material and other sources must be properly cited.

BIOGRAPHY

Each author is responsible for providing the editor with a color head-and-shoulders photograph of him/herself, a short biography (maximum, 100 words) and contact information (mailing address, email address and phone number[s]). Each author will receive two copies of the finished publication.

ABOUT JEA

The Journalism Education Association Inc., is the only independent national scholastic journalism organization for teachers and advisers.

Founded in 1924, JEA is a volunteer organization. Members of the Board of Directors, including the officers, are current or retired journalism teachers who have obtained their positions through national membership elections.

The headquarters office, located at Kansas State University in Manhattan, Kansas, is maintained as a clearinghouse for JEA members and programs, and provides essential office services. It also houses the JEA Bookstore and membership records.

Among JEA’s 2,800 members are journalism teachers and media advisers, media professionals, press associations, adviser organizations, libraries, yearbook companies, newspapers, broadcast operations and departments of journalism and mass communications.

State adviser organizations are encouraged to affiliate with JEA. State affiliates can receive rebates for individual memberships to JEA which are submitted by their state organization. Press associations, libraries, yearbook companies, newspapers, broadcast or online media and collegiate departments of journalism are all offered institutional memberships.

The organization has much to offer those interested in journalism education. The annual dues include publications, discount rates on national conventions and workshops, books at discounted prices and more.

Find even more about JEA on our website at www.jea.org.
## Rate Card

**FOR ADVERTISING**

### COMMUNICATION: JOURNALISM EDUCATION TODAY
- Back cover: $700 (four-color included)
- Inside front cover: $650 (four-color included)
- Inside back cover: $650 (four-color included)
- Full page: $320 (four-color included)
- 1/2 page: $160 (four-color included)
- 1/4 page: $80 (four-color included) (vertical only)
- 1/8 page workshop directory ad: $50* (four-color included) (horizontal only)

### SPECIAL OPTIONS
All four issues – deduct 10 percent off total cost of the ad. For example, to buy a full page ad in all four issues, the total cost would be $1,152 ($1,280 - $128).

* In the summer issue, JEA will include a workshop directory for any businesses or associations that would like to advertise summer workshops. These 1/8-page ads include a logo and a few lines of text. Take half off the cost of a workshop directory ad when purchased with another ad. Workshop directory ads are available ONLY in the summer issue. One-eight-page ads are horizontal only.

Advertisers will be billed at $75/hour to prepare non-camera-ready ads.

### Technical Information

**FILE TYPE:** Ads should be submitted electronically as PDF files with crop marks indicated for ads with bleeds.

**COLOR:** C:JET will be printed using process color mixes regardless of whether the ad is black-and-white or spot color.

**GRAPHICS:** Adobe Illustrator files should include all necessary fonts for Macintosh and original graphics. Digital photos should be submitted as 300 PPI JPEG files in grayscale or RGB mode.

**MEDIA:** Ads must be submitted via email.

**PAGE SIZE:** 8 ½ x 11” with bleed possible on all four sides. A full page without a bleed should use ½” margins for a 7 ½” x 10” print area.
- Back cover ad is 7.625” (45p6) x 7.25” (43p6)
- Full page ad is 8.5” x 11” with 0.25” bleed required on all sides (for ads that bleed)
- A half-page ad is 7.5” (45p) x 5” (29p6) horizontal or 3.67” (22p) x 10” (60p) vertical.
- A quarter-page ad is 3.67” (22p0) x 4.22” (29p6) (vertical only).
- A one-eighth-page ad is 3.67” (22p0) x 2.42” (14p6) (horizontal only).

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Contract
FOR ADVERTISING

YES, I’d like to take this opportunity to reach thousands of the top journalism educators in the nation by advertising in Communication: Journalism Education Today. Advertising rates listed on the Rate Card and Contract are for camera-ready ads submitted electronically. All ads must be submitted as high-resolution PDF documents with crop marks indicated for bleeds. All additional art, photography, or unusually time-consuming work will be charged at the rates below on the contract. No ad placement will be guaranteed. However, placement will be granted, if possible, when requested. All ads must be paid in advance. JEA will provide advertisers with two copies of each publication in which their ad runs. Additional copies are $5 each.

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C:JET

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<th>AD SIZE</th>
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<tr>
<td>1/4 page ($160)</td>
<td>1/4 page: 3.67” x 4.92”</td>
</tr>
<tr>
<td>1/2 page ($160)</td>
<td>1/2 page: 3.67” x 10” (vertical)</td>
</tr>
<tr>
<td>Full ($130)</td>
<td>Full, IFC, IBC: 8.5” x 11”</td>
</tr>
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ADDITIONAL ITEMS

- All four issues — Deduct 10% ................................................................. $ ____________
- * Workshop directory, 1/8-page ad (summer issue only) — Deduct $25 if purchased with another ad. $ ____________
- Typesetting, electronic file preparation, etc. (@ $75/hour) ........................................ $ ____________

TOTAL CHARGES ......................................................................................... $ ____________

How to list business for Table of Contents .......................................................... ........................................
Contact person ............................................. Date .............................................
Firm name .......................................................... .............................................
Address .......................................................... .............................................
City .......................................................... State ............... ZIP .............................................
Phone .......................................................... Fax .............................................
Email ..........................................................

METHOD OF PAYMENT (ads must be paid before publication goes to press)

- MasterCard  - Visa  - Discover  - American Express  - Check # ________ made payable to JEA
Credit card number .......................................................... Expiration .............................................
Authorized signature .......................................................... Security Code .............................................
Print name here .......................................................... ZIP Code .............................................

BY THE AD DEADLINE, FAX CONTRACT TO 785-532-8563 OR EMAIL TO PBOLLER@K-STATE.EDU. LATE ADS WILL NOT BE ACCEPTED.