

INSPIRING CHARACTER

Character.org Media Kit

FOR MORE INFORMATION, PLEASE CONTACT:

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Vice President, Character.org

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ABOUT CHARACTER.ORG

Character.org provides leadership, voice and resources to help individuals and groups along their character journey. We aim to inspire and empower ethical, engaged and compassionate citizens worldwide.

For over 25 years, Character.org has validated and certified character initiatives around the world.

With "*The 11 Principles of Effective Character™*" as our guide, Character.org serves as an unbiased evaluator to validate efforts and offer coaching for next steps.

ABOUT THE MAGAZINE

Inspiring Character is Character.org's flagship magazine. It serves as a resource for those interested in character development, both professionally and personally. When you read *Inspiring Character*, you will be introduced to new experts, new strategies, and tools you can utilize in your own life.

Inspiring Character is a communication platform where members and friends share their experiences and address questions and concerns. It is our aim to share inspiring character stories, and, hopefully, inspire effective character in all of us.



INSPIRING CHARACTER

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NET ADVERTISING RATES

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

MEMBER

Full-Color Rates	1x	2-4x
Double Page Spread	\$3,150.00	\$2,929.50
Outside Back Cover	\$2,749.00	\$2,556.57
Inside Front, Inside Back Cover	\$2,949.00	\$2,742.57
Full Page	\$2,200.00	\$1,651.49
2/3 Page	\$1,850.00	\$1,519.70
1/2 Page	\$1,450.00	\$1,222.04
1/3 Page	\$1,049.00	\$865.69
1/4 Page	\$829.00	\$699.15
1/6 Page	\$649.00	\$544.13
1/8 Page	\$498.00	\$416.38

NON-MEMBER

Full-Color Rates	1x	2-4x
Double Page Spread	\$3,465.00	\$3,222.45
Outside Back Cover	\$3,023.90	\$2,812.23
Inside Front, Inside Back Cover	\$3,243.90	\$3,016.83
Full Page	\$2,420.00	\$1,816.63
2/3 Page	\$2,035.00	\$1,671.67
1/2 Page	\$1,595.00	\$1,344.25
1/3 Page	\$1,206.35	\$995.55
1/4 Page	\$953.35	\$804.02
1/6 Page	\$746.35	\$625.75
1/8 Page	\$572.70	\$478.84

INSPIRING CHARACTER

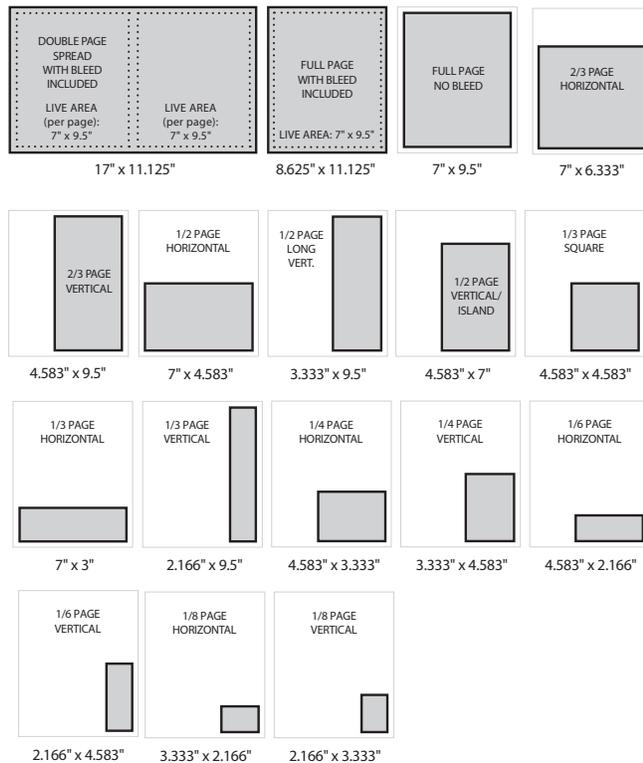
2019 EDITORIAL CALENDAR

ISSUE	THEME	SPACE RESERVATION	AD COPY DATE
1st Quarter	N/A	N/A	N/A
2nd Quarter	How much empathy do you have?	March 7 Extended to March 30	March 11
3rd Quarter	What is a mentor?	July 5	July 9
4th Quarter	What can we learn from failure?	October 7	October 9

**Editorial Calendar is tentative and subject to change.*

PRINT ADVERTISING SPECIFICATIONS

Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

INSPIRING CHARACTER

PRINT BRANDING OPPORTUNITIES - MEMBERS

Please select from the following options and return the completed form to your account executive today. All display positions are exclusive and will be awarded on a first-come, first-served basis.

1. Select from the following options:

Full-Color Rates	1x	2-4x
Double Page Spread	<input type="checkbox"/> \$3,150.00	<input type="checkbox"/> \$2,929.50
Outside Back Cover	<input type="checkbox"/> \$2,749.00	<input type="checkbox"/> \$2,556.57
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Full Page	<input type="checkbox"/> \$2,200.00	<input type="checkbox"/> \$1,651.49
2/3 Page	<input type="checkbox"/> \$1,850.00	<input type="checkbox"/> \$1,519.70
1/2 Page	<input type="checkbox"/> \$1,450.00	<input type="checkbox"/> \$1,222.04
1/3 Page	<input type="checkbox"/> \$1,049.00	<input type="checkbox"/> \$865.69
1/4 Page	<input type="checkbox"/> \$829.00	<input type="checkbox"/> \$699.15
1/6 Page	<input type="checkbox"/> \$649.00	<input type="checkbox"/> \$544.13
1/8 Page	<input type="checkbox"/> \$498.00	<input type="checkbox"/> \$416.38

2. Choose the issue(s) in which you would like your ad to run:

- 1st Quarter
 2nd Quarter
 3rd Quarter
 4th Quarter

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Please sign and return to:

Dean D'Ambrosi

Vice President, Character.org

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PRINT BRANDING OPPORTUNITIES - NON-MEMBERS

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