

**South Carolina Council on Economic Education
For What It's Worth
Quarterly Newsletter
2005 Rates**

For What Its Worth is a publication of the South Carolina Council on Economic Education, a publication for those who share a passion for investing in economic education, for teachers, business community, elected officials and legislators.

2005 Publication Schedule:

Issue	Material Due	Newsletter Mails
Spring	February 21	March 28
Summer	April 8	May 15
Fall	July 25	September 1
Winter	October 25	December 1

Advertising Rates:

Ad Sizes	1x	2x	3x	4x
Full Page, back cover, 4-color	\$750	\$700	\$650	\$600
1/2 page horizontal, b&w	465	430	395	360
1/4 page horizontal, b&w	375	350	300	275
1/4 page vertical, b&w	375	350	300	275
1/8 page horizontal, b&w	250	230	210	190

Mechanical Specs

Publication Trim Size: 11 3/8" wide x 17 1/2" deep

Non-Bleed	Width x Depth
Full page	10 7/8" x 16 3/4"
1/2 page horizontal	10 7/8" x 8 3/8"
1/4 page horizontal	10 7/8" x 4 3/16"
1/4 page vertical	5 7/16" x 8 3/8"
1/8 page horizontal	10 7/8" x 2 1/16"

How to submit your ad:

Email a jpeg file of your artwork to Jeanette Barton at jbarton@moore.sc.edu. If you have questions, call her at 803.777.8676.

All contents of advertisements are subject to the publisher's approval.

South Carolina Council on Economic Education
Moore School of Business
1705 College Street, Room 651
Columbia, SC 29208
803.777.8676
803.777.8328 Fax
www.sceconomics.org