

# ADVERTISING & SPONSORSHIPS

Guide

Enroll.  
Educate.  
Excel.



# *The Yield* Magazine Rates

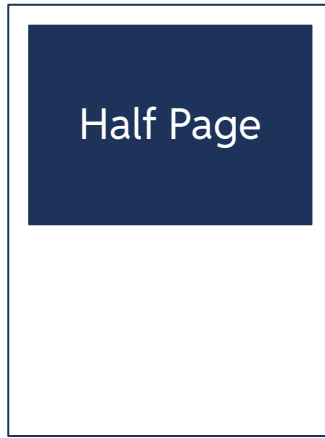
Advertisement	Member Price	Non-Member Price
Inside Front Cover - Full Page	\$3,500	\$4,500
Inside Back Cover - Full Page	\$3,000	\$4,000
Full Page	\$2,500	\$3,500
Half Page	\$1,500	\$2,500
Quarter Page	\$750	\$1,000

All rates are net and include full color.

# The Yield File Specifications



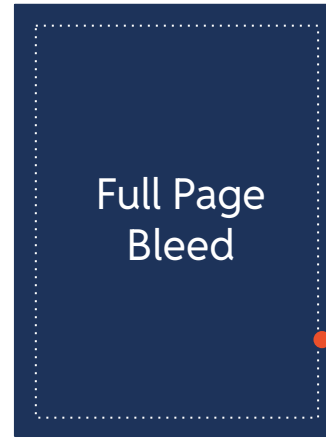
3.75" x 4.85"



7.5" x 4.85"



7.5" x 10"



8.75" x 11.25"

## For full-page bleed ads:

- Live area must be .5" from trim edge
- Bleeds should be at least .125"
- Do not include registration marks

- Page trim edge
- Live area (.5" from trim edge)
- Bleed (.125" from page trim edge)

## Acceptable file formats:

- .PDF (preferred), .TIF, .JPEG
- Image resolution must be 300 DPI or higher
- All fonts must be embedded in the file
- Ad files must be CMYK only (not RGB or Pantone PMS)
- When using Adobe Illustrator, please make sure all type is converted to outlines

# Contact Information

Please direct sponsorship sales inquiries to:



**Joanna Lanzirotti**  
sponsor@enrollment.org

## Our Vision

**Exponential impact for  
schools, their students, and  
their leaders.**



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Excel.**