
MASCA *Counselor's Notebook*

Massachusetts School Counselor Association *Counselor's Notebook* Media Kit

The *Counselor's Notebook* is the official publication of the Massachusetts School Counselors Association (MASCA). Containing important, timely and relevant articles specifically tailored to school counselors' informational needs, the *Counselor's Notebook* is published once a month from September through June (10 issues).

The Counselor's Notebook, which has been published continuously for 58 years, became an e-publication in 2020 with a distribution volume expanded to eight times that of the prior printed version! It will be **actively distributed to over 6,000 contacts per month** as an e-magazine via Issuu (issuu.com/masca). Every issue is also available online to an unlimited audience on the MASCA website in pdf format (<https://masca.wildapricot.org/Publications>).

***Advertisers now have eight times the reach
for the same advertising cost as the prior print version!***

If you would like to advertise with the Counselor's Notebook and reach your target audience - school counselors across Massachusetts and beyond - please email the editor at cn@masca.org and complete the advertising contract form (next page).

IMPORTANT: You must email the advertising contract and the ad copy to cn@masca.org (the mailing address on the contract page is for payments only).

Email ad copy to cn@masca.org by the **20th of the month prior to publication**.
(Also, please indicate if your ad will change from month to month.)

File Specifications:

- 1) Please send as JPG or PDF files.
 - 2) Resolution should be a minimum of 300 dpi at 100% of ad size.
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MASCA Counselor's Notebook Advertising Contract

For: _____ (Advertiser's Name)

Ad Size	CPM (Cost per 1,000 Impressions)	All Prices are per Issue based on 6,000 recipients	Number of Issues	Total
1/6 page (2 3/8 X 4 7/8)	\$ 23.00	\$ 138.00		
1/3 page (2 3/8 X 10)	\$ 45.00	\$ 270.00		
1/3 Page (4 7/8 x 4 7/8)	\$ 45.00	\$ 270.00		
1/2 page (4 7/8 x 7 1/2)	\$ 60.00	\$ 360.00		
Full Page (7 1/2 x 10)	\$ 120.00	\$ 720.00		
			Total:	

INSTRUCTIONS:

Indicate the "number of issues" box above for the size of ad desired. Then multiply "price per issue" by the "number of issues" to get your total. Next, indicate the month(s) below for which you wish your ad to run:

September		February	
October		March	
November		April	
December		May	
January		June	

Please bill us: _____ (you will receive an invoice) -or- Payment Enclosed: _____

Make checks payable to: Massachusetts School Counselors Association

Mail to: MASCA, PO Box 351, Hampden, MA 01036

NOTE: Payment and ad copy must be received by the 20th of the month prior to the month of publication.

School or Firm Name:
Address:
Telephone:
Email:
Authorizing Official:
Title:
Signature:
Date: