

Critical Board Practices

Executive Director Advertising

Newspaper	Days Running	Section	Cost	Payment
Boston Globe	11/23, 11/30 (online for four weeks) 12/14, 12/21 (online for four weeks)	Boston Works/ Educational	\$576.50 \$576.50 (Total: \$1,153.00)	<u>Receipt Attached</u> <u>Bill Attached</u>
New York Times	11/23 (online from 11/21-11/28)	Jobs/Education	\$675.00	Paid (Bill sent to . . .)
Cape Cod Times	11/23, 11/30	Help Wanted/ Professional	\$220.58	Paid (Bill sent to . . .)
Education Week www.agentk-12.com	12/3; (online for 3 weeks) 1/7 (online from Dec. 23- Jan. 23)	2 col x 13/4” Stand-Alone; under “Principals/ Headmasters”	\$569.00 \$350.00 (Was \$633.50; Receiving credit for misprint in print ad)	<u>Receipt to accompany below invoice</u> (Send bill to . . .)
Total advertising:			\$2,967.58	

Boston Globe (Carol):

617-929-1500

Acct. # _____

Accept major credit cards; established billing privileges for Dec. ads

Deadline is 11 a.m. Friday for Sunday

New York Times (Howard):

800-AD-TIMES

Deadline varies on edition; section; etc. Generally a Thursday 3 p.m. deadline

Cape Cod Times (Amy):

508-862-1126

508-778-0330

Deadline for bigger ads w/ art is 3 p.m. Wednesday; 5 p.m. Friday for line ad

Education Weekly (Kelly Hartney):

301-280-3100

301-280-3232 (Fax) jobs@epe.org

Accept major credit cards; established terms for billing for Jan. ad

Deadline is Wednesday two weeks prior to publication

Online: Username: _____; Password: _____