

Behind The Podium

2017 EDITORIAL CALENDAR + AD RATES

Overview

Behind the Podium is published monthly by SpeakerMatch in printed and digital mediums. Monthly printed circulation is about 1,500 copies. Each issue focuses on a particular topic, and authors are urged to consider the editorial calendar when submitting ideas for publication. There are limited advertising opportunities within each issue of *Behind the Podium* magazine.

Topics and Deadlines

ISSUE	FOCUS TOPIC	DEADLINES					
		ARTICLE SELECTION	AD ART & PAYMENT	COPY EDITING	TO DESIGN	TO PRINTER	TO USPS
January	Strategy, Branding, & Finance	11/29/16	12/2/16	12/8/16	12/9/16	12/15/16	12/22/16
February	Creativity & Innovation	12/29/16	1/05/17	1/12/17	1/13/17	01/16/17	1/20/17
March	Sales & Marketing (Attracting Meeting Planners)	1/26/17	2/2/17	2/9/17	2/10/17	02/13/17	2/17/17
April	Developing Products	2/23/17	3/2/17	3/9/17	3/10/17	03/20/17	3/24/17
May	Platform Skills	3/23/17	3/30/17	4/6/17	4/10/17	04/17/17	4/21/17
June	Travel, Cruise Speaking	4/27/17	5/4/17	5/11/17	5/15/17	05/15/17	5/19/17
July	Work-Life Balance	5/25/17	6/1/17	6/8/17	6/12/17	06/19/17	6/23/17
August	Business Building & Networking	6/29/17	7/6/17	7/13/17	7/14/17	07/17/17	7/21/17
September	Public Relations & Sponsorships	7/27/17	8/3/17	8/10/17	8/10/17	08/14/17	8/18/17
October	Marketing & Social Networking	8/31/17	9/7/17	9/14/17	9/18/17	09/18/17	9/22/17
November	Writing & Publishing	9/28/17	10/5/17	10/10/17	10/11/17	10/16/17	10/20/17
December	Getting Your Office In Order	10/26/17	11/2/17	11/3/17	11/6/17	11/13/17	11/17/17

Ad Pricing & Specifications

Ads placed in *Behind the Podium* may be purchased in any of several formats as shown below.

AD FORMAT	Non-Member Pricing	Special Member Pricing*
1/2 Page Horizontal (7½" x 4½")	\$500	\$400
1/3 Page Vertical (2⅛" x 8⅞")	\$400	\$350
1/4 Page Square (3½" x 3½")	\$350	\$300
1/4 Page Horizontal (7½" x 2¼")	\$250	\$225

* *Discounted advertising rates are available to Gold and Platinum Subscribers.*

Resolution

- Image resolution: 300dpi
- Line art, including text set in Photoshop: 600-1200 dpi

Color space

- Our publication is printed in CMYK. No RGB colors.
- Ad files containing RGB or spot colors will be converted to CMYK, which may cause an undesired shift in color appearance.
- Use 100% black for type.

Document size and type:

We will accept JPG or PNG files, which should be created to the exact ad dimensions.
Do NOT include extra margins, crop marks or other non-printing information.

NOTE ABOUT AD ART:

Type will reproduce best if set in a page layout program.

Black text should be 100% black and not made of multiple colors.

Dropout (reverse) type in a black only area should be at least 10 pt.

Article Submission Guidelines

Articles are about 200 words per column.

Average article: about 500 words.

Long article (2 pages): about 1000 words.

We LOVE 100-250 word "tips" – especially with resources to help our readers.

ALWAYS be sure to include a short “about this contributor” bio! Maximum 50 words including your name and contact URL. A high quality headshot image will be used if you include it in your submission. A URL for us to grab the headshot image is fine.

Contact Information

Please submit all articles and story ideas and questions to articles@behindthepodium.com for consideration. You may also contact the SpeakerMatch office by phone at 512-372-8768, weekdays from 9am to 5pm Central Time.