

# The ENDEAVOR

A Publication Dedicated to Families and Professionals Supporting Deaf and Hard-of-Hearing Youth  AMERICAN SOCIETY  
for DEAF CHILDREN

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Thank you for your interest in advertising with **The Endeavor**. Please review our rates and specifications before submitting ad requests. Questions? Contact Cheri at [cheri@deafchildren.org](mailto:cheri@deafchildren.org)

## 01 Who Reads The Endeavor?

**The Endeavor** has long been a gathering place for the shining minds of our shared community. A place where we assemble to share what we have learned, what's working, what's not working, and what needs to change. It's a continuous cycle of love, mission-driven thinking, and the desire to change the world of language accessibility.

Our audience is made up of dynamic and diverse families with Deaf, Hard-of-Hearing, and DeafBlind children, including their extended relatives, friends, and community, along with allied organizations, schools, professionals, and educators who work with these youth.

## 02 Specifications

### General specifications

- Advertiser supplies the ad, or ASDC can create your ad (Design rates are \$50 per hour + \$25 per hour for additional changes and edits after that.)
- Any supplied bitmap, vector, or PDF artwork must be 72 dpi
- Animated GIFs are accepted on the leaderboard and rectangle positions. However, please be aware that GIFs are compressed and may be viewed at a slightly lower resolution
- A minimum of 16 - 18 pt font size (depending on font style) is recommended for legibility when viewing digital editions.
- Advertiser supplies URL ad should link to. Email addresses can be used as a URL/Web link.

- Third-party Javascript/iFrame tags are not accepted.
- Due to changes in online advertising standards, we do not accept Flash-based (.SWF) ads.

### **Full Page Digital Insert**

- 7.542 x 9.792 inches @ 72 dpi
- Creative accepted: JPG, PNG, GIF (static or animated)
- Digital insert ads can be placed between any article pages in the Reading view or placed at the back of the digital magazine (as a Digital Outsert)

### **Large Digital Insert (2/3 Page)**

- 8.375 x 6.333 inches @ 72 dpi
- Creative accepted: JPG, PNG, GIF (static or animated)
- Digital insert ads can be placed between any article pages in the Reading view or placed at the back of the digital magazine (as a Digital Outsert)

### **Medium Digital Insert (1/2 Page)**

- 8.375 x 4.583 inches @ 72 dpi
- Creative accepted: JPG, PNG, GIF (static or animated)
- Digital insert ads can be placed between any article pages in the Reading view or placed at the back of the digital magazine (as a Digital Outsert)

### **Digital Video Sponsorship**

- Creative accepted: MP4 or embed code from video-hosting sites like YouTube or Vimeo.
  - MP4 video files have a max file size of 100 MB.
  - Site-hosted embedded videos have no file size restriction.
- 50 to 70 words are allowed for a video summary. In addition, a 7 to 10-word call to action hyperlink to the webpage or online file of your choice may be included
- The video sponsorship is placed on its page and is included as an item in the Table of Contents

### **Sponsored Content**

- Limited to one advertiser per issue.
- Article should be supplied in a Word document.
- Article should be at most 2,000 words.
- One feature image can be included, as well as one company logo.
  - Either image can be no wider than 600 pixels.
- Hyperlinks can be included and should be contained within a Word document.

## **03 Pricing**

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Ad Size**	Per Issue		Three Issues (Full Year)	
	Color	Black & White	Color	Black & White
<b>Full Page</b>	\$1000	\$750	\$2500	\$1250
<b>Large</b>	\$750	\$500	\$2000	\$1000
<b>Medium</b>	\$500	N/A	\$1250	N/A
<b>Digital Video</b>	\$2000	N/A	\$4500	N/A
<b>Sponsored Content</b>	\$2500	N/A	\$5500	N/A

**\*\*Special ASDC Membership Rates Available\*\*** | If you're an ASDC member, please contact [Cheri Dowling](mailto:cheri@deafchildren.org) (cheri@deafchildren.org) to learn more about our exclusive member rates.

**Don't Miss Out! Ad Submission Deadlines for *The Endeavor*:**

- January 15 for Spring/Summer 2024 - expected release March 2024
- May 15 for Summer/Fall 2024 - expected release July 2024
- August 15 for Fall/Winter 2024 - expected release October 2024
- Additional/Special Edition deadlines will be announced

## 04 Submissions

For all inquiries regarding ad space acquisition, contracts, and document submissions, please contact [Cheri Dowling](mailto:cheri@deafchildren.org) at cheri@deafchildren.org

