

# Behind The Podium

## ANNUAL EDITORIAL CALENDAR + AD RATES

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### 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.

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### Issue Topic

	PRIMARY FOCUS
January	Strategy, Branding, & Finance
February	Creativity & Innovation
March	Sales & Marketing (Attracting Meeting Planners)
April	Developing Products
May	Platform Skills
June	Travel, Cruise Speaking
July	Work-Life Balance
August	Business Building & Networking
September	Public Relations & Sponsorships
October	Marketing & Social Networking
November	Writing & Publishing
December	Getting Your Office In Order

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## 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.*

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## **Article Submission Guidelines**

Submissions are due by the 5<sup>th</sup> of each month prior to the month of publication. 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.

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## **Contact Information**

Please submit all articles, story ideas and questions using our online form [here](#). You may also contact the SpeakerMatch office by phone at 512-372-8768, weekdays from 9am to 5pm Central Time. Visit <https://support.speakermatch.com> for additional assistance.