

# INSTRUCTIONS FOR PLACING ADS in the 2017 NSTA Area Conference Programs

## DEADLINES

Baltimore  
Milwaukee  
New Orleans

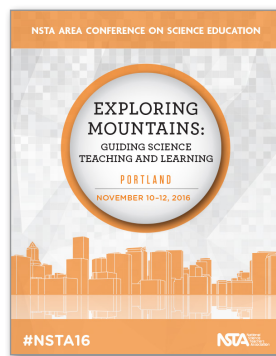
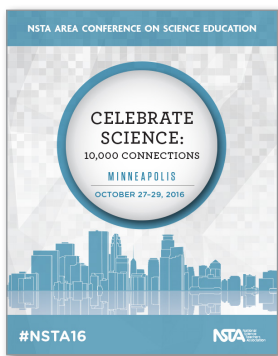
## SPACE RESERVATION

August 17, 2017  
September 12, 2017  
October 12, 2017

## AD COPY

August 24, 2017  
September 19, 2017  
October 19, 2017

Area Conference Final Programs will be distributed on-site at the meetings.



Sample Covers from previous conferences

## RATES:

	1 Program	2 Programs*	3 Programs*
Cover 2 or 3	n/a	n/a	\$1,450
Cover 4	n/a	n/a	\$1,750
Full page, 4-C	\$995	\$955	\$905
1/2 page, horizontal, 4-C	\$750	\$725	\$705
1/3 page, square, 4-C	\$625	\$600	\$575

(4-C = 4-Color)

\*Pricing is per program

Notes: Agency commissionable. Covers and special inside ad positions available. Cancellations must be submitted in writing by space reservation deadline. **No cancellations accepted after space reservation closing date.** Failure to notify publisher will result in full cost of insertion. No cancellations for covers and special inside ad positions including “permanent holds.” If new art is not received by deadline date, previous art may be used.

## ADVERTISING GUIDELINES

### ADVERTISING GUIDELINES

All advertising and reading notices are subject to review and publisher's acceptance policy.

- Advertisers must abide by the minimum NSTA Safety Guidelines when submitting advertisements. For a copy of the "NSTA Minimum Safety Guidelines" go to [www.nsta.org/pdfs/SafetyGuidelines.pdf](http://www.nsta.org/pdfs/SafetyGuidelines.pdf).
- Advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom.
- Publisher assumes no liability for ad materials beyond normal careful handling.
- Publisher does not guarantee printed results from materials not conforming to required formats.

#### Cancellations

- No cancellations after space reservation deadline date.
- All cancellations must be made in writing. Failure to notify publisher will result in full charge at the prevailing rate.

#### Commission

Agency commissionable

## MECHANICAL SPECIFICATIONS

### MECHANICAL REQUIREMENTS

#### Ad Sizes in inches

Ad Size	Width	Depth
Full page, bleed	9-1/8	11-1/2
Full page, non-bleed	7-1/2	10
1/2 page, horizontal	7-1/2	5
1/3 page, square	5	5

All ads must conform precisely to space dimensions specified. Any additional preparation is subject to extra charges. No extra charges for bleeds.

### PRINTING SPECIFICATIONS

- Page trim size—8-3/8 × 10-3/4 inches
- Heat-Set Web Press: cyan, magenta, yellow, black (CMYK)

### SPECIAL INSTRUCTIONS FOR BLEED ADS

- Document size should be set to 8-3/8 × 10-3/4 inches
- Bleed should extend at least 1/8" past trim on all sides
- Live area should be no closer than 3/16" to trim on all sides
- All trim and registration marks should be offset by 1/8" (9 points)

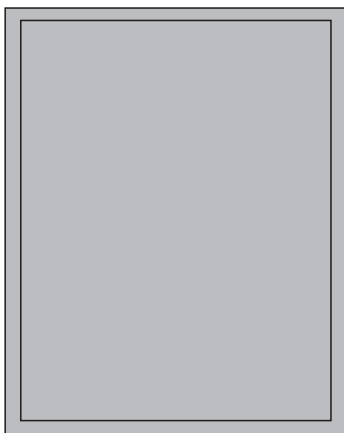
### PREFERRED AD FORMATS

- High resolution (300 dpi) PDF, EPS, or Tiff files
- 4-color ads must be submitted as CMYK

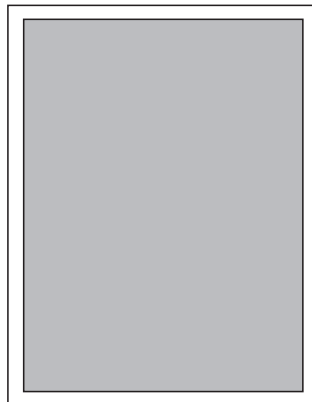
### FILE TRANSFER

- E-mail attachments or uploads to NSTA FTP site.
- CDs may also be submitted by mail.

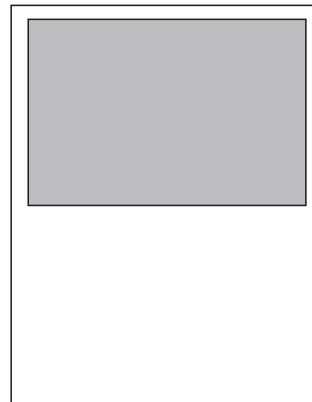
## AD SIZE ILLUSTRATIONS



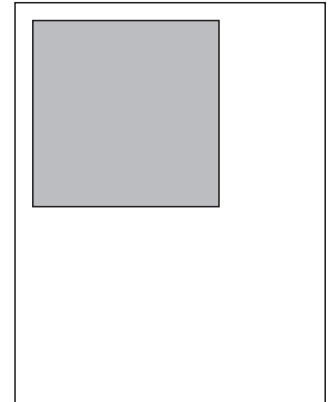
Full bleed Size  
9 1/8" × 11 1/2"



Full Non-Bleed Size  
7 1/2" × 10"



1/2 page, horizontal  
7 1/2" × 5"



1/3 page, square  
5" × 5"



# ADVERTISING SPACE ORDER FORM

## 2017 NSTA Area Conference Programs

Baltimore, MD October 5–7, 2017

Milwaukee, WI November 9–11, 2017

New Orleans, LA November 30–December 2, 2017

(Please submit separate space order forms if you are running more than one ad per volume and/or different-sized ads).

### AD ORDER

Please type or print.

<input type="checkbox"/> Baltimore, MD	<b>Space Reservations</b>	<b>Ad Copy</b>	
<input type="checkbox"/> Milwaukee, WI	August 17, 2017	August 24, 2017	
<input type="checkbox"/> New Orleans, LA	September 12, 2017	September 19, 2017	
	October 12, 2017	October 19, 2017	
<input type="checkbox"/> Full page	<b>All ads are 4-color</b>	<b>Position request*</b>	<b>Total Cost for this order</b>
<input type="checkbox"/> 1/2 page, horizontal		_____	_____
<input type="checkbox"/> 1/3 page, square			
<b>Information to appear in Index of Advertisers</b>		<b>Toll-free No.:</b> _____	<b>Website:</b> _____

\*(Position requests are governed by NSTA policy and will be honored whenever possible, but they are not guaranteed.)

**Company Name** \_\_\_\_\_ **Key Contact** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **Province/State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Fax or mail order form to:**

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

National Science  
Teachers Association  
1840 Wilson Blvd.  
Arlington, VA 22201-3000  
Attn: Becky Shoemaker

**Agency** (if applicable) \_\_\_\_\_ **Contact** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **Province/State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone:**  
703-312-9228

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Fax:**  
703-841-5114

**Billing Contact** (if different) \_\_\_\_\_ **PO#** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **Province/State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**E-mail ad art to:**  
bshoemaker@nsta.org

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Advertising Contact** (if different) \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_