

DEADLINES

Baltimore
Milwaukee
New Orleans

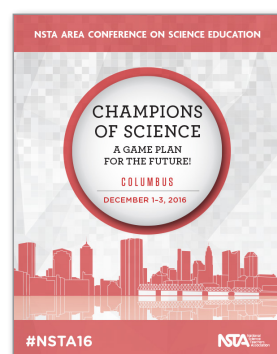
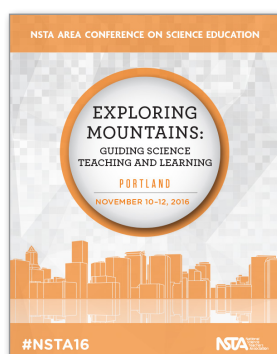
SPACE RESERVATION

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

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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.
- 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)

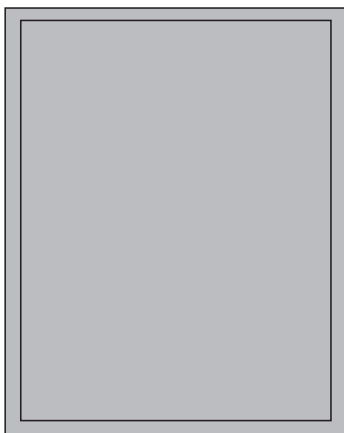
PREFERRED AD FORMATS

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

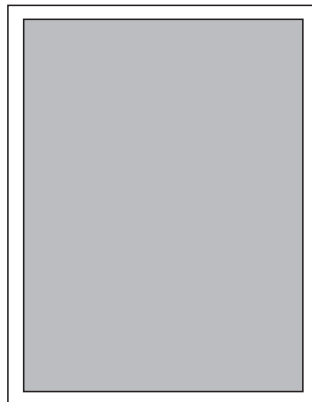
FILE TRANSFER

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

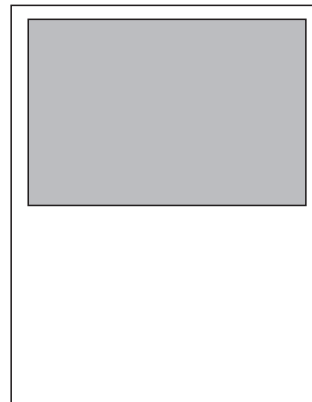
AD SIZE ILLUSTRATIONS



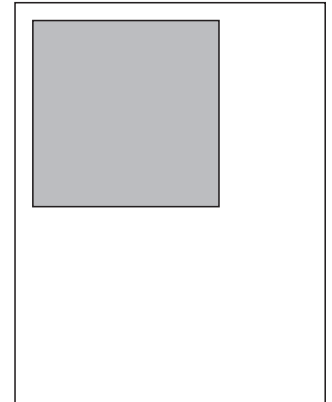
Full bleed Size
9 1/8" × 11 1/2"



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

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

Fax or mail order form to:

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

Phone:
703-312-9228

Fax:
703-841-5114

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

Company Name _____ **Key Contact** _____

Address _____

City _____ **Province/State** _____ **Zip** _____

Phone: _____ **E-mail:** _____

Agency (if applicable) _____ **Contact** _____

Address _____

City _____ **Province/State** _____ **Zip** _____

Phone: _____ **E-mail:** _____

Billing Contact (if different) _____ **PO#** _____

Address _____

City _____ **Province/State** _____ **Zip** _____

Phone: _____ **E-mail:** _____

Advertising Contact (if different) _____

Phone: _____ **E-mail:** _____

Authorized Signature: _____ **Date:** _____