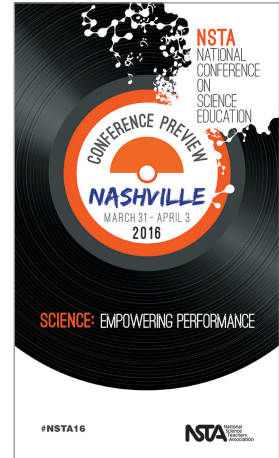


ADVERTISING SPACE ORDER FORM

65th Annual NSTA National Conference Preview

March 30–April 2, 2017 • Los Angeles, CA

DEADLINE	SPACE RESERVATIONS	AD COPY
Los Angeles, CA	October 31, 2016	November 7, 2016



RATES (per insertion)

The National Conference will have its own glossy Conference Preview Program mailed prior to the conference, featuring these three ad positions.

TRIM SIZE (INCHES)

Cover 2, Full page, 4-Color	6" × 10-1/2"	\$3,995
Cover 3, Full page, 4-Color	6" × 10-1/2"	\$3,995
Internal, 1/2 page, 4-Color	6" × 5"	\$1,295

Notes: Agency commissionable. No cancellations accepted after space reservation closing dates. Failure to notify publisher will result in full cost of insertion. If new art is not received by deadline date, previous art may be used.

AD ORDER

Please type or print.

- Cover 2, Full page, 4-Color
- Cover 3, Full page, 4-Color
- Internal, 1/2 page, 4-Color

Cost for this order

Information to appear in

Index of Advertisers **Toll-free No.:** _____ **Website:** _____

Fax or mail order form to:

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

Company Name _____ **Key Contact** _____

Address _____

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

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

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

Address _____

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

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

Phone:
703-312-9228

Fax:
703-841-5114

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

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

Address _____

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

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

Advertising Contact (if different) _____

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

Authorized Signature: _____ **Date:** _____

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.
- 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	6- ¹ / ₄ "	10- ³ / ₄ "
Full page, non-bleed	5- ¹ / ₂ "	10"
1/2 page, bleed	6- ¹ / ₄ "	5- ³ / ₄ "
1/2 page, non-bleed	5- ¹ / ₂ "	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—6 × 10-¹/₂ inches
- Heat-Set Web Press: cyan, magenta, yellow, black (CMYK)

SPECIAL INSTRUCTIONS FOR BLEED ADS

- Document size should be set to 6 × 10-¹/₂ 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)

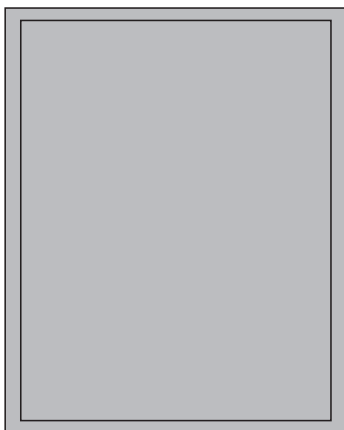
PREFERRED AD FORMATS

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

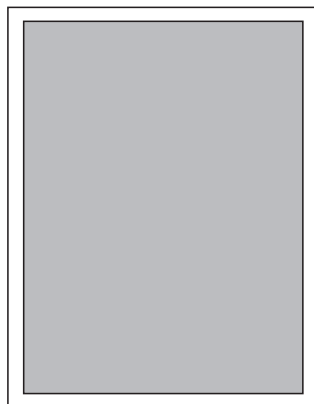
FILE TRANSFER

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

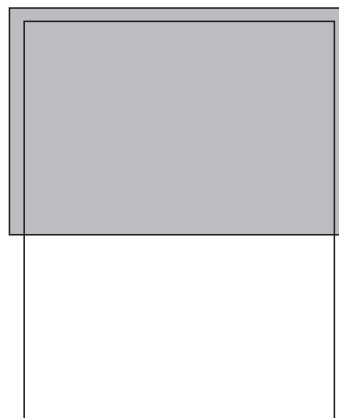
AD SIZE ILLUSTRATIONS



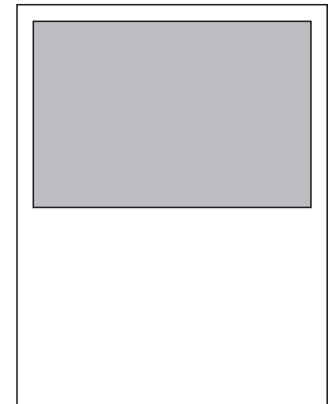
Full bleed Size
6-¹/₄" × 10-³/₄"



Full Non-Bleed Size
5-¹/₂" × 10"



1/2 page, Bleed
6-¹/₄" × 5-³/₄"



1/2 page, Non-Bleed
5-¹/₂" × 5"