

# ADVERTISING SPACE ORDER FORM

## 2018 NSTA Area Conferences Preview

Reno, NV • Gaylord National Harbor, MD • Charlotte, NC

**SPACE RESERVATIONS** July 6, 2018  
**AD COPY** July 13 2018



**RATES**

Covering all three NSTA Area Conferences, this glossy Preview Program features two highly-visible ad positions. The Conference Preview Program is mailed prior to the conferences.

	SIZE (INCHES)	
Cover 2, Full page, 4-Color	6" x 10.5"	\$3,995
Cover 3, Full page, 4-Color	6" x 10.5"	\$3,995

**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

**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: \_\_\_\_\_

**Phone:**  
 703-312-9228

**Agency** (if applicable) \_\_\_\_\_ **Contact** \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Province/State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**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](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 Size	Ad Sizes in inches	
	Width	Depth
Full page, bleed	6-1/4	10-3/4
Full page, non-bleed	5	9-1/2

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)

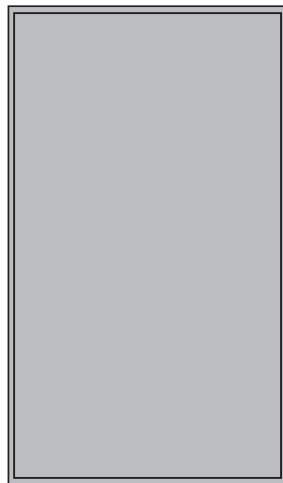
### PREFERRED AD FORMATS

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

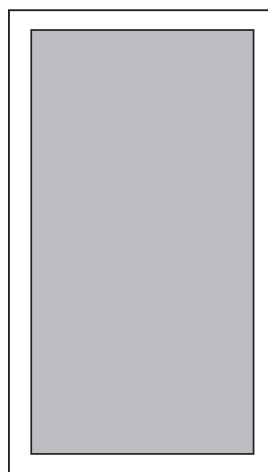
### FILE TRANSFER

- E-mail attachments.

## AD SIZE ILLUSTRATIONS



Full bleed Size  
6-1/4" × 10-3/4"



Full Non-Bleed Size  
5" × 9-1/2"