

DEADLINES

Reno

Gaylord National Harbor

Charlotte

SPACE RESERVATION

August 22, 2018

September 13, 2018

October 10, 2018

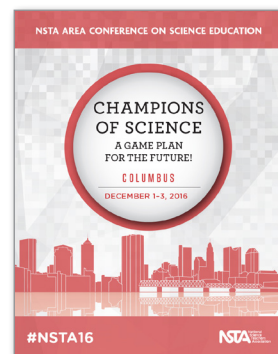
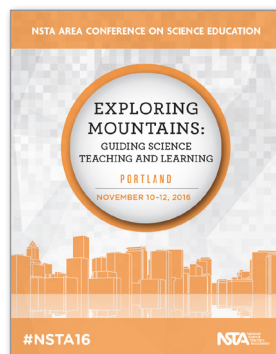
AD COPY

August 29, 2018

September 20, 2018

October 17, 2018

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	\$995	\$955	\$905
1/2 page, horizontal	\$750	\$725	\$705
1/3 page, square	\$625	\$600	\$575

(Note: All ads are 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)

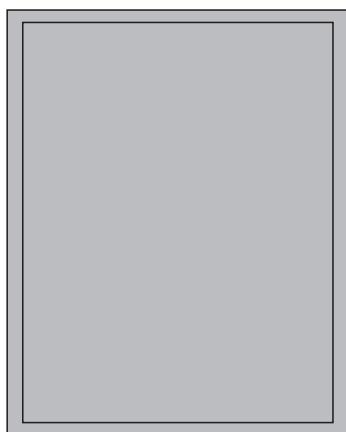
PREFERRED AD FORMATS

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

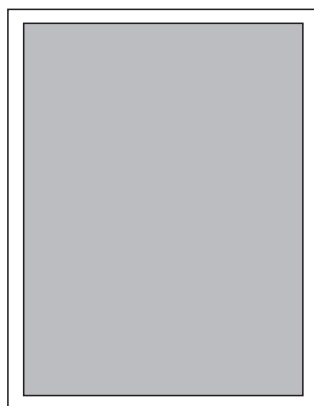
FILE TRANSFER

- E-mail attachments

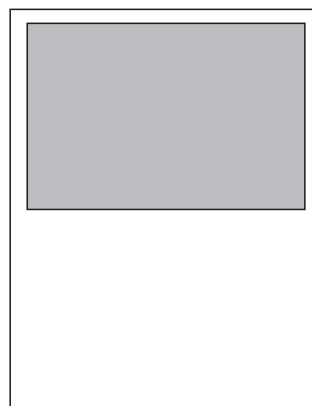
AD SIZE ILLUSTRATIONS



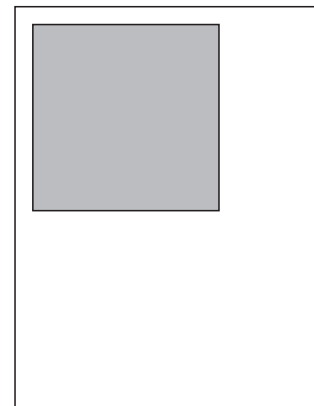
Full bleed Size
9 1/8" × 11 1/2"



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

2018 NSTA Area Conference Programs

Reno, NV October 11–13, 2018

Gaylord National Harbor, MD November 15–17, 2018

Charlotte, NC November 29–December 1, 2018

(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.

	Space Reservations	Ad Copy
<input type="checkbox"/> Reno, NV	August 22, 2018	August 29, 2018
<input type="checkbox"/> Gaylord National Harbor, MD	September 13, 2018	September 20, 2018
<input type="checkbox"/> Charlotte, NC	October 10, 2018	October 17, 2018

<input type="checkbox"/> Full page	All ads are 4-color	Position request*	Total Cost for this order
<input type="checkbox"/> 1/2 page, horizontal		_____	_____
<input type="checkbox"/> 1/3 page, square		_____	_____

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.)

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 _____

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

City _____ Province/State _____ Zip _____

Phone: _____ E-mail: _____

Advertising Contact (if different) _____

Phone: _____ E-mail: _____

Authorized Signature: _____ Date: _____