



Newsletter Advertising Guidelines

2011–2012

(posted 110601)

mathedleadership.org

The *NCSM Newsletter*

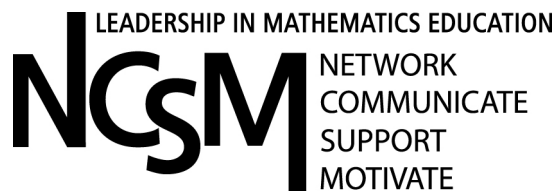
The *NCSM Newsletter* is written specifically for leaders in mathematics education including district supervisors, coordinators, teachers, department chairs, professors, professional developers, math coaches, specialists, teachers, and consultants. It is packed with up-to-date information about research, issues, trends, programs, policy, and best practice in mathematics education and mathematics education leadership. Leaders depend on the *NCSM Newsletter* for timely reviews of new resources, insights into professional development and research, and highlights on exemplary leaders in different regions of the United States, Canada, and abroad.

2011–2012

NCSM Newsletter Advertising Sizes and Rates Per Issue

		Full Page 7.5" x 10" vertical (portrait)	1/2 Page 7.5" x 5" horizontal (landscaped) or 3.75" x 10" vertical (portrait)	1/3 Page 7.5" x 2.375" horizontal (landscaped) or 2.5" x 10" vertical (portrait)	1/4 Page 7.5" x 2.5" horizontal (landscaped) or 3.75" x 5" vertical (portrait)	1/6 Page 7.5" x 1.625" horizontal (landscaped) or 2.5" x 5" vertical (portrait)	1/8 Page 1.875" x 3.75" vertical (portrait)
Black & White	1 issue	\$3150 each	\$1800 each	\$1525 each	\$975 each	\$775 each	\$600 each
	2 issues	\$2975 each	\$1700 each	\$1425 each	\$900 each	\$725 each	\$550 each
	3 issues	\$2775 each	\$1575 each	\$1350 each	\$850 each	\$675 each	\$500 each
	4 issues	\$2550 each	\$1450 each	\$1275 each	\$800 each	\$650 each	\$450 each
2-Color: Black & NCSM Color*	1 issue	\$3225 each	\$1875 each	\$1575 each	\$1025 each	\$825 each	\$675 each
	2 issues	\$3050 each	\$1750 each	\$1475 each	\$975 each	\$775 each	\$600 each
	3 issues	\$2850 each	\$1625 each	\$1400 each	\$900 each	\$725 each	\$550 each
	4 issues	\$2600 each	\$1500 each	\$1325 each	\$850 each	\$700 each	\$500 each

*Fall Gold: PMS-154U..... Winter Teal: PMS-7477U.....Spring Green: PMS-370U.....Summer Purple: PMS-2627U



Newsletter Deadlines 2011–2012

ISSUE	AD DUE DATE	COLORS	MAILED TO MEMBERS
FALL	AUGUST 5	GOLD (PMS-154U) AND BLACK	EARLY-SEPTEMBER
WINTER	OCTOBER 5	TEAL (PMS-7477U) AND BLACK	EARLY-NOVEMBER
SPRING	NOVEMBER 5	GREEN (PMS-370U) AND BLACK	EARLY-FEBRUARY
SUMMER	APRIL 5	PURPLE (PMS-2627U) AND BLACK	EARLY-JUNE

Deadlines for receipt of materials must be observed.

Payment. When the Newsletter containing your ad has been published, NCSM will send you a copy of the issue along with an invoice for your ad. Your payment must be remitted upon receipt of the invoice.

Content. All ads must be directly related to mathematics education and/or leadership products or services.

Submission. Please follow the specifications given in the size chart in these guidelines and the specifications below. When you submit ads that fit the specifications, you guarantee how your ad will look when printed in the *NCSM Newsletter*.

Specifications. Send electronic files:

- camera ready: your file size should be the finished ad size without bleeds, crops, or registration marks
- with ads that are the correct size. NCSM cannot resize your ad. Please send ads that exactly match the size and dimension specifications described in this booklet.
- with ads that are the correct color. NCSM cannot adjust the color of your ad. Please design all black and white ads as grey-scale files; **do not send black and white ad files with underlying CMYK or RGB color formulas.** Design all 2-color ads with the appropriate *NCSM Newsletter* color:
 - Fall issue = Gold: PMS-154U
 - Winter issue = teal: PMS-7477U
 - Spring issue = green: PMS-370U
 - Summer issue = purple: PMS-2627U

- with pictures embedded and at no less than a 300 ppi resolution (900 x 900 pixels):
 - each at the approximate size to be used in the article.
 - each, if in color, using black and the NCSM color designated for the issue.
- with all fonts rendered to outline.
- in **PDF**, **JPG**, or **TIF** format.
- to ncsmadvertise@mathedleadership.org.

Please, email files directly to this address.

Payment or Invoice Questions? Contact:

NCSM
6000 E Evans Ave Ste 3-205
Denver CO 80222
Phone: (303) 758-9611
Fax: (303) 758-9616
Email: office@mathedleadership.org

Any Other Questions? Contact:

Sherry Lane
NCSM Sponsor Partner Liaison
916 Hwy 64 E
PO Box 2359
Alma AR 72921
Phone: (479) 632-4791
Fax: (479) 632-4793
Cell: (479) 651-5374
URL: mathedleadership.org/about/board/ap-liaison1.html
Email: ncsmadvertise@mathedleadership.org

or

Ann Webb
NCSM Sponsor Partner Liaison
400 Linwood Ave
Hot Springs AR 71913
Phone: (501) 624-3372
Fax: (501) 620-7829
Cell: (501) 802-1346
URL: mathedleadership.org/about/board/ap-liaison2.html
Email: ncsmadvertise@mathedleadership.org



NCSM Newsletter

Ad Order Form—2011–2012

(For Companies Without a 2011–12 Commitment Form)

Please complete this form electronically and email it to ncsmadvertise@mathedleadership.org. Send ad files to ncsmadvertise@mathedleadership.org. For more details, see <http://mathedleadership.org/docs/partners/NCSMSponsorToolkitProgramBook.pdf>.

Contact Name: _____
 Contact Title: _____
 Company Name: _____
 Address 1: _____
 Address 2: _____
 City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____
 Telephone: () _____ Fax: () _____
 Email: _____

Please write the cost of the ad in the appropriate cell.

Newsletter Ad Size and Number of Ad Inserts	Black & White Cost Per Ad	2-Color* Cost Per Ad	'11 Fall Ad Due Aug 5	'11-'12 Winter Ad Due Oct 5	'12 Spring Ad Due Nov 5	'12 Summer Ad Due Apr 5
Full-Page: One Issue	\$3150	\$3225				
Two Issues	\$2975	\$3050				
Three Issues	\$2775	\$2850				
Four Issues	\$2550	\$2600				
One-Half Page: One Issue	\$1800	\$1875				
Two Issues	\$1700	\$1750				
Three Issues	\$1575	\$1625				
Four Issues	\$1450	\$1500				
One-Third Page: One Issue	\$1525	\$1575				
Two Issues	\$1425	\$1475				
Three Issues	\$1350	\$1400				
Four Issues	\$1275	\$1325				
One-Quarter: One Issue	\$975	\$1025				
Two Issues	\$900	\$975				
Three Issues	\$850	\$900				
Four Issues	\$800	\$850				
One-Sixth: One Issue	\$775	\$825				
Two Issues	\$725	\$775				
Three Issues	\$675	\$725				
Four Issues	\$650	\$700				
One-Eighth: One Issue	\$600	\$675				
Two Issues	\$550	\$600				
Three Issues	\$500	\$550				
Four Issues	\$450	\$500				
TOTAL PRICE FOR EACH ISSUE^						

* Black & NCSM Color— Fall Gold: PMS-154U • Winter Teal: PMS-7477U • Spring Green: PMS-370U • Summer Purple: PMS-2627U
 ^ Make payments with checks to NCSM (in US dollars) or by MasterCard, Visa, or Discover Card.

Signature: _____

Print Name: _____ **Date:** _____

Your signature acknowledges you have read and agreed to the "Agreement Between NCSM and NCSM Newsletter Advertisers" in the *NCSM Newsletter Advertising Guidelines* (<http://www.mathedleadership.org/docs/partners/NCSMSponsorToolkitNewsletter.pdf>).

Please email your completed form and ads to ncsmadvertise@mathedleadership.org

***** For office use *****

Postmark Date	Day Received	Time Received	File Name	Invoice Number

Agreement Between NCSM and NCSM Newsletter Advertisers

CONTENT: All ads must be directly related to mathematics education or leadership products or services. NCSM reserves the right to reject any and all advertisements without assigning a reason. Advertising that simulates editorial content will be clearly marked “advertisement.” At no time shall an advertisement resemble material of an academic nature, nor should it appear to exploit any specific portion of the professional content of the *NCSM Newsletter*, nor should it imply NCSM’s advocacy or endorsement of any promotional product or service.

LIABILITY: Advertisers and their agents agree to indemnify and protect NCSM from all claims, actions, or expenses arising from advertising placed in the *NCSM Newsletter*. NCSM shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.

SPACE AND LOCATION: Advertising space is limited. In the event that all ad space in a given *NCSM Newsletter* issue has been allocated prior to the order deadline, NCSM will notify the advertiser and, upon approval, place the ad in the next issue. Placement of all advertisements is at the discretion of the *NCSM Newsletter* Editor.

No conditions appearing on an order form presented to NCSM will be binding if in conflict with stated NCSM policies.

DEADLINES: Deadlines for submission of order forms, required electronic files, and payments must be observed. Late copy will be held for the next issue.

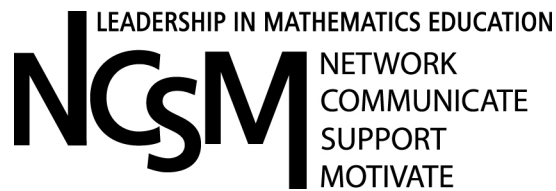
ADVERTISING RATES: Rates will be charged according to the “*NCSM Newsletter Advertising Sizes and Rates*” chart in this guide. These are subject to change without notice. Charges will be billed for copy changes that require resetting.

PAYMENTS: When the Newsletter containing your ad has been published, NCSM will send you a copy of the issue along with an invoice for your ad. Your payment must be remitted upon receipt of the invoice.

COMMISSIONS: No agency discount is allowed. NCSM will hold both the advertiser and the agency liable for all payments due. Payment by the advertiser to the agency does not constitute payment to NCSM.

REFUNDS: No refunds will be made.

CIRCULATION: Each NCSM member receives a copy of each issue of the *NCSM Newsletter*. NCSM members typically self-identify as leaders in mathematics including district supervisors, coordinators, professors, professional developers, math coaches, specialists, teachers, and consultants. There are between 2000 and 2400 NCSM members at any given time during the year. The United States and Canada comprise 99% of the NCSM membership and therefore the *Newsletter* circulation. Other countries comprise 1%.



Mission

The National Council of Supervisors of Mathematics (NCSM) is a mathematics leadership organization for educational leaders that provides professional learning opportunities necessary to support and sustain improved student achievement.

Vision

NCSM envisions a professional and diverse learning community of educational leaders that ensures every student in every classroom has access to effective mathematics teachers, relevant curricula, culturally responsive pedagogy, and current technology.

To achieve our NCSM vision, we will:

- N: Network and collaborate with stakeholders in education, business, and government communities to ensure the growth and development of mathematics education leaders
- C: Communicate to mathematics leaders' current and relevant research, and provide up-to-date information on issues, trends, programs, policies, best practices, and technology in mathematics education
- S: Support and sustain improved student achievement through the development of leadership skills and relationships among current and future mathematics leaders
- M: Motivate mathematics leaders to maintain a life-long commitment to provide equity and access for all learners