



Annual Program Book Advertising Guidelines

2012

(posted 110601)

mathedleadership.org

NCSM Annual Conference Program Book Advertising Sizes and Rates

44th Annual Conference
Philadelphia, Pennsylvania
April 23–25, 2012

The NCSM Annual Conference Program Book is issued at the conference site to all registrants (1500–1600) leaders in mathematics education, PK–16). Registrants find the Program Book essential in planning their time at the conference. Most attendees take the Program Book home for use in writing reports or for future reference.

<p><u>Full Page</u></p> <p>7" x 10" horizontal (landscaped)</p> <p style="font-size: 1.2em; font-weight: normal;">or</p> <p>7" x 10" vertical (portrait)</p> <p>Outside Back Cover</p>	<p><u>Full Page</u></p> <p>7" x 10" horizontal (landscaped)</p> <p style="font-size: 1.2em; font-weight: normal;">or</p> <p>7" x 10" vertical (portrait)</p> <p>Inside Front Cover</p> <p style="font-size: 1.2em; font-weight: normal;">or</p> <p>Inside Back Cover</p>	<p><u>Full Page</u></p> <p>7" x 10" horizontal (landscaped)</p> <p style="font-size: 1.2em; font-weight: normal;">or</p> <p>7" x 10" vertical (portrait)</p> <p>Placed Inside Program Book*</p>	<p><u>1/2 Page</u></p> <p>7" x 5" horizontal (landscaped)</p> <p style="font-size: 1.2em; font-weight: normal;">or</p> <p>3.5" x 10" vertical (portrait)</p> <p>Placed Inside Program Book*</p>	<p><u>1/4 Page</u></p> <p>7" x 2.5" horizontal (landscaped)</p> <p style="font-size: 1.2em; font-weight: normal;">or</p> <p>3.5" x 5" vertical (portrait)</p> <p>Placed Inside Program Book*</p>
<p>Black/white \$3000</p> <p>4-Color \$3600</p>	<p>Black/white \$2050</p> <p>4-Color \$2400</p>	<p>Black/white \$1450</p> <p>4-Color \$1800</p>	<p>Black/white \$800</p> <p>4-Color \$975</p>	<p>Black/white \$425</p> <p>4-Color \$550</p>

* These ads are placed in premium places inside the Program Book at the discretion of the Program Book Editor.



NCSM Annual Conference Program Book Deadlines and Procedures

44th Annual Conference
Philadelphia, Pennsylvania
April 23–25, 2012

Insert Order Form and Ad Due Date..... November 30, 2011

Deadlines for receipt of materials must be observed.

Payment. When the Conference Program Book containing your ad has been published, NCSM will send you a copy 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 follow the specifications, you guarantee how your ad will look when printed in the NCSM Annual Conference program book.

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 each black and white ad as a grey-scale file. ***Do not send black and white ad files with underlying CMYK or RGB color formulas.***
- without “bleeds.” NCSM does not process ads that run to the edge of paper.
- with pictures embedded and at no less than a 300 ppi resolution.
- with all fonts rendered to outline.
- in **EPS, 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

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



Annual Conference Program Book Ad Order Form—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>.

Ads are due by November 30, 2011.

Contact Name: _____

Contact Title: _____

Company Name: _____

Address 1: _____

Address 2: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Telephone: (_____) _____ Fax: (_____) _____

Email: _____

Program Book Ad Size and Location	Black & White	4-Color	Please write in appropriate ad price.
Full-Page			
Outside Back Cover*	\$3000	\$3600	
Inside Front Cover*	\$2050	\$2400	
Inside Back Cover*	\$2050	\$2400	
Inside Ad#	\$1450	\$1800	
One-Half Page Ad			
Horizontal or Vertical#	\$800	\$975	
One-Quarter Page Ad			
Horizontal or Vertical#	\$425	\$550	
TOTAL PRICE FOR PROGRAM BOOK ADS^			

* Chosen by Lottery at the Conference Site-Visit Planning Meeting and Reserved for NCSM Elite Sponsors—Silver, Gold, and Platinum only
 # Placed at the discretion of the Program Book Editor; available to any company or organization with an approved ad
 ^ 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 Annual Conference Program Book Advertisers" in the *NCSM Annual Program Book Advertising Guidelines* (<http://mathedleadership.org/docs/partners/NCSMSponsorToolkitProgramBook.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 Annual Conference Program Book 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 Annual Conference Program Book, 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 Annual Conference Program Book. 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. Ads will be placed at the discretion of the NCSM Program Book 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.

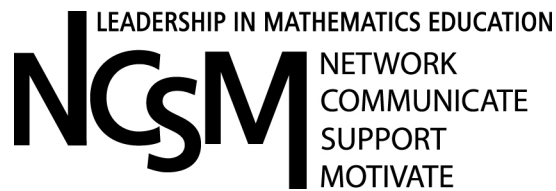
ADVERTISING RATES: Rates will be charged according to the "NCSM Annual Conference Program Book Advertising Sizes and Rates" chart in this guide. These are subject to change without notice. Charges will be billed for copy changes that require resetting.

PAYMENTS: When the Conference Program Book containing your ad has been published, NCSM will send you a copy 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: On average the NCSM Annual Conference draws 1500–1600 attendees. Attendees self identify as leaders in mathematics education and typically include: district supervisors, coordinators, professors, professional developers, math coaches, specialists, teachers, and consultants. Each attendee receives a Conference Program Book upon arriving, while supplies last. Most attendees take the Program Book home for use in writing reports or for future reference. Occasionally the Conference Program Book is also used for promotional purposes.



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