

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 advertisements. 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*. No advertisement should 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 it conflicts with stated *NCSM* policies.

DEADLINES: Deadlines for submission of order forms, required electronic ads, and payments must be observed.

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

PAYMENTS: After the *Annual Conference*, *NCSM* will send you a copy of the program book 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: The *NCSM Annual Conference* draws approximately 1,600 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. Occasionally the *Conference Program Book* is also used for promotional purposes.