

NCSM Annual Conference Program Book

Advertising Sizes and Rates

The *NCSM Annual Conference Program Book* is issued at the conference to all registrants who request a hard copy (1200 – 1300) leaders in mathematics education (PK-16) and posted on the website (mathedleadership.org). 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>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>or</p> <p>7" x 10" vertical (portrait)</p> <p>Inside Front Cover</p> <p>or</p> <p>Inside Back Cover</p>	<p><u>Full Page</u></p> <p>7" x 10" horizontal (landscaped)</p> <p>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>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>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**

INSERT ORDER FORM AND AD DUE DATE

NOVEMBER 30TH

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 page 2 of 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 document.
- 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 300 ppi resolution.
- With all fonts rendered to outline.
- As **EPS, PDF, JPG** or **TIF** format.
- To ncsmadvertise@mathedleadership.org
Please email files directly to this address.

Payment or Invoice Questions? Contact:

NCSM Office
2851 S. Parker Road, Suite 1210,
Aurora, CO 80114
Phone: (303)-317-6595
Fax: (303) 200-7099
Email: office@mathedleadership.org

Any Other Questions? Contact:

URL: mathedleadership.org/about/board/ap-liaison2.html
Email: ncsmadvertise@mathedleadership.org

Sponsorship Forms

Annual Conference Program Book Ad Order Form –

(For companies without a current *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 mathedleadership.org under the Sponsor tab.

Ads are due by November 30, 2017.

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	
Full Page Tab Page Ad	\$1600	\$2000	
TOTAL PRICE FOR PROGRAM BOOK ADS^			

* Chosen by Lottery at the Conference Sponsor Meeting and Reserved for *NCSM Platinum Sponsors* who also sponsor a meal function

** Chosen by Lottery and Reserved for meal function sponsors

Placed at the discretion of the *Program Book* Editor; available to any company or organization with an approved ad.

An invoice will be sent along with a copy of the program at the completion of the conference.

Signature: _____

Print Name: _____ **Date:** _____

Your signature acknowledges you have read and agree to the “Agreement Between *NCSM* and *Annual Conference Program Book* Advertisers” in the *NCSM Annual Program Book Advertising Guidelines*.

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

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.

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 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 Newsletter or 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 Newsletter or 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. 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 or 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. Late copy will be held for the next issue.

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

PAYMENTS: When the Newsletter or Program Book 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 or Program Book*. *NCSM* members typically self-identify as leaders in mathematics including; district supervisors, coordinators, professors, professional developers, math coaches, specialists, teachers, and consultants. There are approximately 2,400 *NCSM* members and other recipients of each newsletter. The United States and Canada comprise 99% of the *NCSM* membership and therefore the *Newsletter or Program Book* circulation. Other countries comprise 1%