

Sponsorship Forms

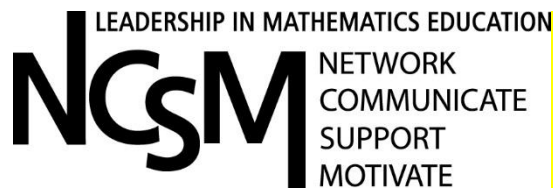
The NCSM Newsletter

The *NCSM Newsletter* is written specifically for leaders in mathematics education including district supervisors, coordinators, 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.

NCSM Newsletter Advertising Sizes and Rates

		<u>Full Page</u>	<u>Half Page</u>	<u>1/3 Page</u>	<u>1/4 Page</u>	<u>1/6 Page</u>	<u>1/8 Page</u>
		7.5" x 10"	7.5" x 5"	7.5" x 2.375"	7.5" x 2.5"	7.5" x 1.625"	1.875" x 3.75"
		vertical (portrait)	horizontal (landscaped) or 3.75" x 10" vertical (portrait)	horizontal (landscaped) or 2.5" x 10" vertical (portrait)	horizontal (landscaped) or 3.75" x 5" vertical (portrait)	horizontal (landscaped) or 2.5" x 5" vertical (portrait)	vertical (portrait)
Black and 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

ISSUE	AD DUE DATE	COLORS	MAILED TO MEMBERS
Fall	July 5	GOLD (PMS-154U) AND BLACK	EARLY SEPTEMBER
Winter	September 5	TEAL (PMS-7477U) AND BLACK	EARLY NOVEMBER
Spring	December 5	GREEN (PMS-370U) AND BLACK	EARLY FEBRUARY
Summer	March 5	PURPLE(PMS-2627U) AND BLACK	EARLY MAY

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 document.
- 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.
- **MUST have all fonts rendered to outline.**
- In **PDF, JPG, or TIF** format.
- Please email files directly to ncsmadvertise@mathedleadership.org.

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

NCSM Newsletter 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 www.mathedleadership.org under the Sponsor Tab

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	'17 Winter Ad Due Sep 5	'18 Spring Ad Due Dec 5	'18 Summer Ad Due Mar 5	'18 Fall Ad Due Jun 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. Mail checks to the NCSM Office, 2851 S. Parker Road, Suite 1210 Aurora, CO 80114. **NOTE:** Do not email credit card information. Mail or fax to the NCSM office. You will be invoiced after your ad has been placed in the newsletter.

Name on Credit Card: _____

Credit Card Zip Code: _____

Credit Card Number: _____ **Expiration Date:** _____

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*

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