

Guidelines and Pricing of Advertising

A. eNews

B. Newsletter

C. Annual Conference Book

A. eNews	
<ul style="list-style-type: none"> • Circulated monthly. • The ad could be changed every month • 660 px wide, 100 px height. • The preferred format is JPG or PNG. 	
1 issue	\$1000.00
Multiple issues	TBD

B. 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.

B. NCSM Newsletter (4 issues a year)						
For details, see the <i>Newsletter Advertising Guidelines</i>						
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 Jul 5
Full-Page			Please write the cost of the ad in			
the appropriate cell						
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 Page						
One Issue	\$975	\$1025				
Two Issues	\$900	\$975				
Three Issues	\$850	\$900				
Four Issues	\$800	\$850				
One-Sixth Page						
One Issue	\$775	\$825				
Two Issues	\$725	\$775				
Three Issues	\$675	\$725				
Four Issues	\$650	\$700				
One-Eighth Page						
One Issue	\$600	\$675				
Two Issues	\$550	\$600				
Three Issues	\$500	\$550				
Four Issues	\$450	\$500				

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 vertical (portrait)	horizontal (landscaped) or vertical (portrait)	horizontal (landscaped) or vertical (portrait)	horizontal (landscaped) or vertical (portrait)	vertical (portrait)
			3.75" x 10"	2.5" x 10"	3.75" x 5"	2.5" x 5"	
			vertical (portrait)	vertical (portrait)	vertical (portrait)	vertical (portrait)	
Black and White	1 issue 2 issues	\$3150 each \$2975 each	\$1800 each \$1700 each	\$1525 each \$1425 each	\$975 each \$900 each	\$775 each \$725 each	\$600 each \$550 each

2-Color: Black & NCSM Color*	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
	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

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

C. 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.

C. NCSM Annual Conference Program Book			
Ads are due December 15th			
For details, see the <i>Annual Program Book Advertising Guidelines</i>			
	Black & White	4-Color	Please write the cost of the ad in the appropriate cell

Cover Pages			
Full-Page Outside Back Cover (Chosen by Lottery of qualifying sponsors)	\$3000	\$3600	
Full-Page Inside Front Cover (Chosen by Lottery of qualifying sponsors)	\$2050	\$2400	
Full-Page Inside Back Cover (Chosen by Lottery of qualifying sponsors)	\$2050	\$2400	
Interior Pages			
Full-Page Ad	\$1450	\$1800	
One-Half Page Ad	\$800	\$975	
One-Quarter Page Ad	\$425	\$550	
Full Page Tab Page Ad	\$1600	\$2000	
<i>Annual Conference Program Book Subtotal</i>			

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

* 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

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@mathedleacership.org

Any Other Questions? Contact:

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

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%