

Guidelines and Pricing of Advertising

- A. **eNews**
- B. **Newsletter**
- C. **Annual Conference Book**

A. <u>NCSM Insider</u> (monthly electronic message to all members) This is a monthly, brief electronic message to our members. It is designed to keep up-to-date with NCSM's most current work, receive alerts about opportunities, and receive updates.	
• 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. <u>Inspire!</u> The NCSM Newsletter (4 issues a year) It is emailed to NCSM members 4 times a year. <ul style="list-style-type: none"> It is packed with up-to-date information about research, issues, trends, programs, policy and best practice in mathematics education. For details, see the <i>Newsletter Advertising Agreement</i>			
	Full-Page: 7.5" x 10"	One-Half Page: 7.5" x 5" horizontal (landscaped) or 3.75" x 10" vertical (portrait)	One-Quarter Page: 7.5" x 2.5" horizontal (landscaped) or 3.75" x 5" vertical (portrait)
Four Issues	\$3225	\$1875	\$1025
Three Issues	\$3050	\$1750	\$975
Two Issues	\$2850	\$1625	\$900
One Issue	\$2600	\$1500	\$850

Newsletter Advertisement Deadlines

Fall 2019	August 1, 2019
Winter 2019/2020	October 1, 2019
Spring 2020	January 1, 2020
Summer 2020	April 1, 2020
Winter 2020/2021	October 1, 2020
Spring 2021	January 1, 2021

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%.

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 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.
- MUST have all fonts rendered to outline.
- In PDF, JPG, or TIF format.
- Please email files directly to NCSM Newsletter Editor, [Sandie Gilliam](mailto:Sandie.Gilliam).

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

Questions regarding the materials for the Newsletter may be sent to the NCSM Newsletter Editor, [Sandie Gilliam](mailto:Sandie.Gilliam).