

# Guidelines and Pricing of Advertising

## A. Insider (monthly newsletter)

## B. Inspiration! (quarterly publication)

## C. Annual Conference Book

A. Insider (monthly newsletter)			
*Circulated Monthly *The ad can be changed every month		*660 px wide, 100 px height *The preferred format is JPG or PNG	
1 Issue	\$1000	Multiple Issues	TBD

The NCSM *Insider* 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 *Insider* 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 Inspiration! (4 issues a year)					
For details, see the <i>Inspiration! Advertising Guidelines</i>					
<i>Inspiration!</i> Ad Size	2-color Cost Per Ad	Fall Ad Due August 1	Winter Ad Due October 1	Spring Ad Due January 1	Summer Ad Due April 1
Please write the cost of the ad in the appropriate cell for publication date					
<b>Full-Page: 7.5" x 10"</b>					
One Issue	\$3225				
Two Issues	\$3050				
Three Issues	\$2850				
Four Issues	\$2600				
<b>One-Half Page: 7.5" x 5" horizontal (landscaped) or 3.75" or 10" vertical (portrait)</b>					
One Issue	\$1875				
Two Issues	\$1750				
Three Issues	\$1625				
Four Issues	\$1500				
<b>One-Quarter Page: 7.5" x 2.5" horizontal (landscaped) or 3.75" or 5" vertical (portrait)</b>					
One Issue	\$1025				
Two Issues	\$975				
Three Issues	\$900				
Four Issues	\$850				

## Deadlines for receipt of materials must be observed.

**Payment.** When the *Insider* or *Inspiration!* 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 *Insider* or *Inspiration!*..

**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 Ronni David: [rdavid@mathedleadership.org](mailto:rdavid@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](mailto:office@mathedleadership.org)

### Any Other Questions?

Contact the Sponsor Liaisons at [rdavid@mathedleadership.org](mailto:rdavid@mathedleadership.org)