

# INSTRUCTIONS FOR PLACING ADS in the 64th Annual NSTA National Conference Program March 31–April 3, 2016 • Nashville, TN

**DEADLINES****SPACE RESERVATION****AD COPY**

January 8, 2016

January 15, 2016

**INSERTIONS**

There are four volumes of the Final Program:



**Volume 1** Introduction—  
Thursday Program



**Volume 2**  
Friday Program



**Volume 3**  
Saturday & Sunday  
Program



**Volume 4**  
Exhibitor Guide

**RATES:**

	1 Volume	2 Volumes	3 Volumes	4 Volumes
Full page, 4-C	\$1,600	\$2,100	\$2,500	\$2,800
1/2 page, horizontal, 4-C	\$1,200	\$1,700	\$2,100	\$2,400
1/3 page, square, 4-C	\$900	\$1,350	\$1,750	\$2,100
Cover 2, 4-C				\$4,000
Cover 3, 4-C				\$4,000
Cover 4, 4-C				\$5,600

(Note: all ads are 4-Color)

*Notes:* Agencies commissionable. Cancellations must be made in writing. No cancellations accepted after space reservation closing date. Failure to notify publisher will result in full cost of insertion. No cancellations for covers and special inside ad positions including “permanent holds.” If new art is not received by deadline date, previous art may be used.

## ADVERTISING GUIDELINES

### ADVERTISING GUIDELINES

All advertising and reading notices are subject to review and publisher's acceptance policy.

- Advertisers must abide by the minimum NSTA Safety Guidelines when submitting advertisements. For a copy of the "NSTA Minimum Safety Guidelines" go to [www.nsta.org/pdfs/SafetyGuidelines.pdf](http://www.nsta.org/pdfs/SafetyGuidelines.pdf).
- Advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom.
- Publisher assumes no liability for ad materials beyond normal careful handling.
- Publisher does not guarantee printed results from materials not conforming to required formats.

#### Cancellations

- No cancellations after space reservation deadline date.
- All cancellations must be made in writing. Failure to notify publisher will result in full charge at the prevailing rate.

#### Commission

Agency commissionable

## MECHANICAL SPECIFICATIONS

### MECHANICAL REQUIREMENTS

#### Ad Sizes in inches

Ad Size	Width	Depth
Full page, bleed	9-1/8	11-1/2
Full page, non-bleed	7-1/2	10
1/2 page, horizontal	7-1/2	5
1/3 page, square	5	5

All ads must conform precisely to space dimensions specified. Any additional preparation is subject to extra charges. No extra charges for bleeds.

### PRINTING SPECIFICATIONS

- Page trim size—8-3/8 × 10-3/4 inches
- Heat-Set Web Press: cyan, magenta, yellow, black (CMYK)

### SPECIAL INSTRUCTIONS FOR BLEED ADS

- Document size should be set to 8-3/8 × 10-3/4 inches
- Bleed should extend at least 1/8" past trim on all sides
- Live area should be no closer than 3/16" to trim on all sides
- All trim and registration marks should be offset by 1/8" (9 points)

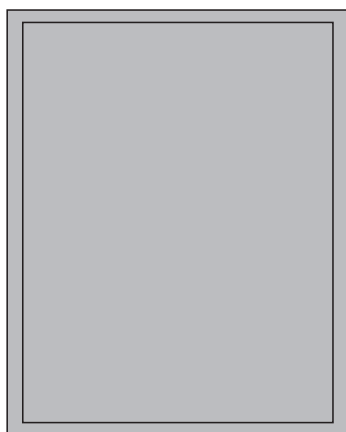
### PREFERRED AD FORMATS

- High resolution (300 dpi) PDF, EPS, or Tiff files
- 4-color ads must be submitted as CMYK

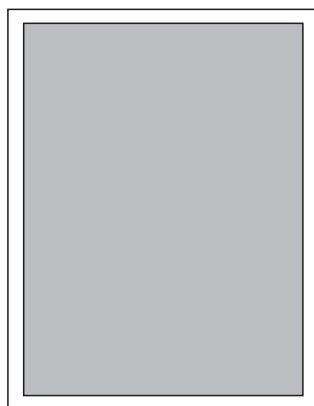
### FILE TRANSFER

- E-mail attachments or uploads to NSTA FTP site.
- CDs may also be submitted by mail.

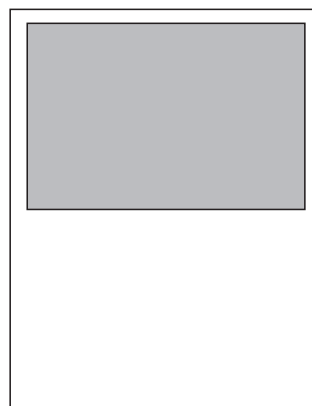
## AD SIZE ILLUSTRATIONS



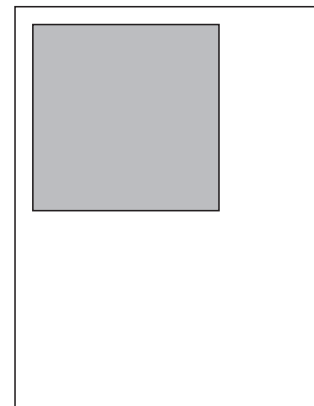
Full bleed Size  
9 1/8" × 11 1/2"



Full Non-Bleed Size  
7 1/2" × 10"



1/2 page, horizontal  
7 1/2" × 5"



1/3 page, square  
5" × 5"



# ADVERTISING SPACE ORDER FORM

## 64th Annual NSTA National Conference Program

### March 31–April 3, 2016 • Nashville, TN

(Please submit separate space order forms if you are running more than one ad per volume and/or different-sized ads).

#### AD ORDER

Please type or print.

- Full page  
 1/2 page, horizontal  
 1/3 page, square  
 Cover 2  
 Cover 3  
 Cover 4

(Note: All ads are 4-Color)

**Check each volume  
 in which this ad  
 should appear:**

- Vol. 1, Intro—Thursday \_\_\_\_\_  
 Vol. 2, Friday \_\_\_\_\_  
 Vol. 3, Saturday, Sunday \_\_\_\_\_  
 Vol. 4, Exhibitor Guide \_\_\_\_\_

**Position request\***

**Total Cost  
 for this order**

**Information to appear in  
 Index of Advertisers**

**Toll-free No.:** \_\_\_\_\_ **Website:** \_\_\_\_\_

\*(Position requests are governed by NSTA policy and will be honored whenever possible, but they are not guaranteed.)

**Company Name** \_\_\_\_\_ **Key Contact** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **Province/State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Fax or mail order form to:**

**National Science  
 Teachers Association**  
 1840 Wilson Blvd.  
 Arlington, VA 22201-3000  
 Attn: Becky Shoemaker

**Agency** (if applicable) \_\_\_\_\_ **Contact** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **Province/State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Phone:**  
 703-312-9228

**Billing Contact** (if different) \_\_\_\_\_ **PO#** \_\_\_\_\_

**Address** \_\_\_\_\_

**Fax:**  
 703-841-5114

**City** \_\_\_\_\_ **Province/State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**E-mail ad art to:**  
 bshoemaker@nsta.org

**Advertising Contact** (if different) \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_