

# INSTRUCTIONS FOR PLACING ADS in the 2012 NSTA STEM Forum & Expo Program



DEADLINES	SPACE RESERVATION	AD COPY
Atlantic City	March 19, 2012	April 2, 2012

STEM Forum & Expo Final Program will be distributed on-site at the meeting.

**Notes**

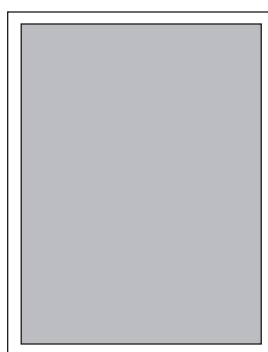
Agency commissionable. Covers and special inside ad positions available for 4-color ads only. Cancellations must be submitted in writing by space reservation deadline. No cancellations accepted after space reservation closing date. Failure to notify publisher will result in full cost of insertion. No 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.

RATES:	1 Program
Full page, 4-C	\$1,050
Full page, 2-C	\$900
Full page, B&W	\$600
1/2 page, horizontal, 4-C	\$925
1/2 page, horizontal, 2-C	\$775
1/2 page, horizontal, B&W	\$475

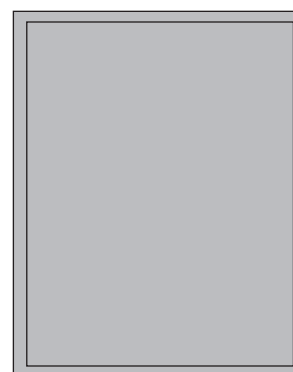
(B&W = Black and White; 2-C = 2-Color Match; 4-C = 4-Color)

**SPECIFICATIONS** **Trim Size:** 8 3/8" × 10 3/4" Allow 3/8" on each side for bleed. Keep live area 3/16" from trim. Embed all fonts. No builds for black in b&w ads. 4-Color ads must be submitted as CMYK.  
**Art:** Electronic files preferred (300 dpi)—EPS, high-res PDF, or TIFF—by mail or e-mail. Files may also be uploaded to NSTA's FTP site. Send proof of ad.

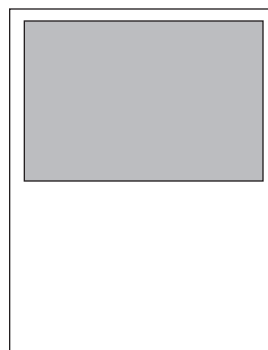
**PROGRAM FORMATS**



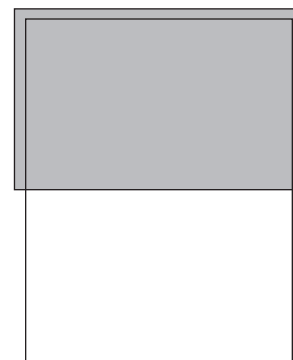
Full non-bleed size—7 1/2" × 10"



Full bleed size—9 1/8" × 11 1/2"



1/2 page, horizontal—7 1/2" × 5"



1/2 page, horizontal full bleed—9 1/8" × 5 1/8"



# ADVERTISING SPACE ORDER FORM

**NSTA STEM Forum and Expo Program**  
Atlantic City, NJ May 16-19, 2012

*(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.

**Atlantic City, NJ**      **Space Reservation**      **Ad Copy**  
March 19, 2012      April 2, 2012

Full page       B&W      **Position request\***      **Total Cost**  
 1/2 page, horizontal       2-color      \_\_\_\_\_      **for this order**  
 4-color      \_\_\_\_\_

**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** \_\_\_\_\_

**Fax or mail order form to:**

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

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

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

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

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

**Phone:**  
703-312-9262

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

**Fax:**  
703-841-5114

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

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

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

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

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

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

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

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