

# INSTRUCTIONS FOR PLACING ADS in the 60th Annual NSTA National Conference Program March 29–April 1, 2012 • Indianapolis, IN

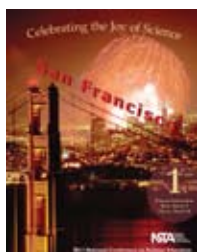
**DEADLINES****SPACE RESERVATION**

January 13, 2012

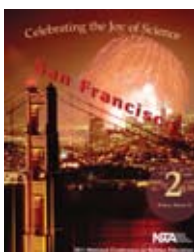
**AD COPY**

January 20, 2012

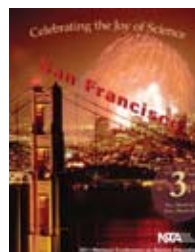
**INSERTIONS** There are four volumes of the Final Program:



**Volume 1** Introduction—  
Thursday Program



**Volume 2** Friday Program



**Volume 3** Saturday &  
Sunday Program



**Volume 4** Exhibitor Guide

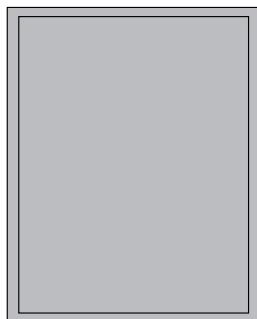
**RATES:**

	1 Volume	2 Volumes	3 Volumes	4 Volumes
Full page, 4-C	\$3,200	\$4,000	\$4,600	\$4,830
Full page, 2-C	\$2,900	\$3,625	\$4,175	\$4,385
Full page, B&W	\$2,600	\$3,250	\$3,750	\$3,950
1/2 page, horizontal, 4-C	\$2,400	\$3,000	\$3,450	\$3,625
1/2 page, horizontal, 2-C	\$2,100	\$2,625	\$3,020	\$3,170
1/2 page, horizontal, B&W	\$1,800	\$2,250	\$2,590	\$2,720
1/3 page, square, 4-C	\$2,100	\$2,625	\$3,020	\$3,170
1/3 page, square, 2-C	\$1,800	\$2,250	\$2,590	\$2,720
1/3 page, square, B&W	\$1,500	\$1,875	\$2,155	\$2,265

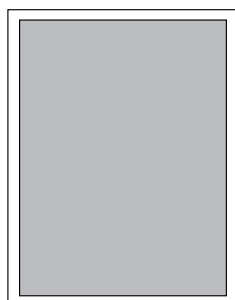
(B&W = Black and White; 2-C = 2-Color Match; 4-C = 4-Color)

**Notes:** Agencies commissionable. Covers and special inside ad positions available for 4-color ads only. Cancellations must be made in writing by **December 9, 2011**. 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.

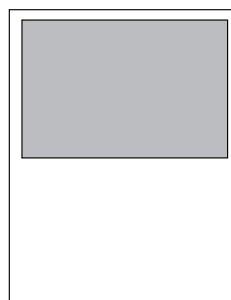
**AD SPECIFICATIONS** **Trim Size: 8 3/8" × 10 3/4"** Allow 3/8" on each side for bleed. Keep live area 3/16" from trim. Embed all fonts. No builds for black in b&w ads. 4-Color ads must be submitted as CMYK.  
**Art:** Electronic files preferred (300 dpi)—EPS, high-res PDF, or TIFF—via e-mail or mail.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



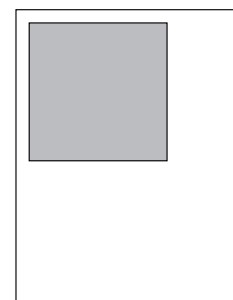
Full bleed Size  
9 1/8" × 11 1/2"



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

## 60th Annual NSTA National Conference Program

### March 29–April 1, 2012 • Indianapolis, IN

(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.

		Check each volume in which this ad should appear:	Position request*	Total Cost for this order
<input type="checkbox"/> Full page	<input type="checkbox"/> B&W	<input type="checkbox"/> Vol. 1, Intro—Thursday	_____	
<input type="checkbox"/> 1/2 page, horizontal	<input type="checkbox"/> 2-color	<input type="checkbox"/> Vol. 2, Friday	_____	
<input type="checkbox"/> 1/3 page, square	<input type="checkbox"/> 4-color	<input type="checkbox"/> Vol. 3, Saturday, Sunday	_____	
		<input type="checkbox"/> Vol. 4, Exhibitor Guide	_____	_____
<b>Information to appear in Index of Advertisers</b>		<b>Toll-free No.:</b> _____	<b>Website:</b> _____	

\*(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:** \_\_\_\_\_

**Agency** (if applicable) \_\_\_\_\_ **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: Olenka Dobczanska

**Phone:**  
703-312-9262

**Fax:**  
703-841-5114

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

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

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

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

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

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

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

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