

# ADVERTISING RESERVATION CONTRACT

Please return this completed order form to:

**National Council of Teachers of English**

Media Sales • 1111 W. Kenyon Road • Urbana, IL 61801-1096 • FAX: 217-278-3762

## NATIONAL COUNCIL OF TEACHERS OF ENGLISH

Advertiser \_\_\_\_\_

Contact Person/Ad Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Web Address \_\_\_\_\_

Publication \_\_\_\_\_

Issue Date(s) \_\_\_\_\_

Ad Size \_\_\_\_\_ B/W \_\_\_\_\_ 4-Color \_\_\_\_\_

Cost \_\_\_\_\_ Premium Position Requested (20% additional charge)

Frequency rate 1x \_\_\_\_\_ 3x \_\_\_\_\_ 4x \_\_\_\_\_ 6x \_\_\_\_\_

(All accounts are payable 30 days NET.)

Purchase Order Number \_\_\_\_\_

Special Instructions

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
**Authorized Signature**

I have read and agree to the terms and conditions stated within the NCTE Advertising Policies.

# ADVERTISING POLICY AND PRODUCTION REQUIREMENTS

## NCTE Advertising Policy

1. Instructions regarding contracts, insertion orders, and cancellations must be made in writing.
2. All copy, including all elements, is subject to the publisher's approval. The publisher reserves the right to refuse any advertisement at any time that does not meet NCTE standards.
3. Frequency rates are based upon a supplied written contract for multiple insertions during a single publishing year. To qualify for multiple-insertion discounts, all insertions during the publication year must appear on one contract. Advertisers billed at contract rate who fail to fulfill such contract will be billed at the rate corresponding to the actual number of insertions.
4. When space is contracted and no copy instructions are received by closing date, copy in a previous issue will be repeated.
5. Any advertising copy that might be mistaken as an article, commentary, or other non-advertising material must be clearly marked "advertisement."
6. Advertisers will be invoiced for advertising space and related charges during the month of issuance. Accounts are payable 30 days net. Ads will not be run for advertisers with accounts over 90 days delinquent.
7. Advertisers and advertising agencies assume liability for all content (text, representation, and illustrations) of advertising and for any claims against the publisher arising from such advertising.
8. The publisher will not be held responsible for reproduction quality if ad material fails to conform to the publisher's mechanical requirements, or if ad material is not received by the copy-due date.
9. The publisher's liability for any error will not exceed the cost of the space.
10. Advertisers and their agencies have dual liability to NCTE in the event of nonpayment for advertising space. That is, the agency is responsible for the client, and vice versa.

## PUBLICATION ADVERTISING REQUIREMENTS

- NCTE is not responsible for any errors made to materials which do not fall within the production requirements.
- Press-ready PDF files are required.
- 300 dpi is required for all images.
- Be sure to include and update all imported graphics and fonts within the final document.
- A customer-approved laser output is required. If supplying color lasers, note that press inks will not match. All proofs must be at 100%.
- Color files must be in CMYK format.
- Be sure to follow the required size specifications indicated on the following page (page 20).
- Some bleeds are possible. Call for details.

**Send-press ready PDF files clearly marked with the name of the publication, issue date, name of advertiser, as well as any other identifiers that pertain to Carrie Stewart, NCTE Advertising, [cstewart@ncte.org](mailto:cstewart@ncte.org).**

**Questions or concerns regarding advertising may be directed to**

Carrie Stewart,  
NCTE Media Associate, 1111 W.  
Kenyon Road, Urbana, Illinois  
61801-1096; phone: 800-369-6283,  
ext. 3663; fax: 217-278-3762;  
e-mail: [cstewart@ncte.org](mailto:cstewart@ncte.org).