

Annual Convention Program

Advertising Units and Rates



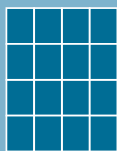
Cover 4
Ad size: 7" x 10"
Four-Color
\$2,200 (6 points)



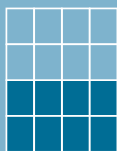
Covers 2 & 3
Ad size: 7" x 10"
Four-Color
\$2,200 (6 points)



NEW!
Tabbed Divider Pages
*Call early for these highly visible positions!
Ad size: 7" x 10"
Four-Color
\$2,200 (5 points)



Interior Pages
Full-page
Ad size: 7" x 10"
Four-Color
\$1,500 (4 points)
Black-and-White
\$1,100 (3 points)



Half-page, horizontal
Ad size: 7" x 4 7/8"
Black-and-White Only
\$900 (2 points)

Trim Size: 8 1/2" x 11"

Please see production requirements on pages 19–20.

Rates are effective:
July 2008–June 2009

CONTACT:

Phone: 800-369-6283

Fax: 217-278-3762

E-mail: mediasales@ncte.org
www.ncte.org/about/partners

NCTE ANNUAL CONVENTION PROGRAM

BECAUSE SHIFT HAPPENS: TEACHING IN THE TWENTY-FIRST CENTURY SAN ANTONIO, TEXAS NOVEMBER 20-23, 2008

The 2008 NCTE Annual Convention **Program** is distributed to all conference attendees. The **Program** lists all major events, featured speakers, and exhibitors and is used by attendees to plan their personal conference schedules and visits to the Exhibit Hall.

Deadlines

Reservations:
August 15, 2008

Materials:
August 29, 2008

Cancellations:

Space reservations should be canceled no later than two weeks prior to copy deadline. After that date, a cancellation charge may be invoked.

Specifications for Display Ads

- High-quality PDF files required.
- 300 dpi is required for all images.
- Include all imported graphics and fonts within the final document.
- A customer-approved laser output is required.
All proofs must be at 100%.
- Typesetting and design are the responsibility of the advertiser.

Premium Positions

Premium positions are available for a 20% additional charge. Please call early for rates and availability.

Earn exhibiting points by advertising in the Annual Convention Preview and Program! Points earned on the 2008 Annual Convention Preview and Program will be applied to your point total for the 2009 Convention. Point totals and advertising rates for the 2008 Annual Convention Preview and Program are listed along with the units and rates information.

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.

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.

ADVERTISING SIZE REQUIREMENTS

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.

Publication	Full-page	Half-page	Trim Size	Copy Deadline
Language Arts	7" x 10"	7" x 4 ⁷ / ₈ "	8 ¹ / ₄ " x 10 ⁷ / ₈ "	*
Voices from the Middle	7" x 10"	7" x 4 ⁷ / ₈ "	8 ¹ / ₂ " x 10 ⁷ / ₈ "	*
Classroom Notes Plus	7" x 10"	7" x 4 ⁷ / ₈ "	8 ¹ / ₄ " x 11"	*
Talking Points	7" x 10"	7" x 4 ⁷ / ₈ "	8 ¹ / ₄ " x 11"	*
The ALAN Review	7" x 10"	7" x 4 ⁷ / ₈ "	8 ¹ / ₂ " x 11"	*
English Journal	7" x 10"	7" x 4 ⁷ / ₈ "	8 ¹ / ₄ " x 10 ⁷ / ₈ "	*
*See pages 10 and 11 for additional sizes!				
English Leadership Quarterly	7" x 10"	7" x 4 ⁷ / ₈ "	8 ¹ / ₂ " x 11"	*
The Council Chronicle	7" x 10"	7" x 4 ⁷ / ₈ "	8 ³ / ₈ " x 10 ⁷ / ₈ "	*
*See page 3 for additional sizes!				
College English	5" x 7 ⁵ / ₈ "	5" x 3 ³ / ₄ "	6 ³ / ₄ " x 9 ¹ / ₄ "	*
Research in the Teaching of English	5" x 7 ⁵ / ₈ "	5" x 3 ³ / ₄ "	6" x 9"	*
Teaching English in the Two-Year College	5" x 7 ⁵ / ₈ "	5" x 3 ³ / ₄ "	6" x 9"	*
English Education	5" x 7 ⁵ / ₈ "	5" x 3 ³ / ₄ "	6" x 9"	*
College Composition & Communication	5" x 7 ⁵ / ₈ "	5" x 3 ³ / ₄ "	7" x 9 ¹ / ₄ "	*
2008 NCTE Annual Preview/Chronicle	7" x 10"	7" x 4 ⁷ / ₈ "	8 ³ / ₈ " x 10 ⁷ / ₈ "	May 5
2008 NCTE Annual Program	7" x 10"	7" x 4 ⁷ / ₈ "	8 ¹ / ₂ " x 11"	August 29
2009 CCCC Program	5" x 7 ⁵ / ₈ "	5" x 3 ³ / ₄ "	6" x 9"	January 14

*** For all journals: Tenth day of the second month prior to publication, e.g., September copy due July 10.**