

NSBA's Conference Advertising



NSBA ANNUAL CONFERENCE **Chicago: April 10-12, 2010**

CONFERENCE PROGRAM BOOK

Advertise in NSBA's Annual Conference Program Book – the indispensable resource for 5,000 superintendent and board member attendees to find out where to go and what to do. Covering the latest national legislative initiatives, the hottest education topics, and governance/ leadership issues, NSBA's Annual Conference is the largest national event for school leaders. Sponsorship opportunities can be integrated with your advertising presence.

Issue Date

April 10, 2010

Space Close

January 29, 2010

Materials Due

February 10, 2010

Advertising Rates

Covers (4C-2&3)	\$4,120
Full Page (4C)	\$3,605
Full Page (B&W)	\$2,885
Half Page (4C)	\$2,165
Half Page (B&W)	\$1,735

15% agency commission paid on all insertions.

Ad Sizes

	WIDTH	HEIGHT
Full Page (bleed)	6.25"	8.75"
Full Page (no bleed)	5.00"	7.50"
1/2 Page Horiz (non bleed only)	5.00"	3.75"

Specifications

Ads should be provided on CD as 300 dpi CMYK PDF's with fonts and images embedded and accompanied by a hard copy proof of the ad.

CONFERENCE ADVERTISING MAILING INSTRUCTIONS

Ad materials and insertion orders may be sent to twilson@nsba.org or via postal mail:

Advertising Department
Attn: Antoinette Wilson
c/o NSBA
1680 Duke Street
Alexandria, VA 22314

CONFERENCE PRODUCTION

Barbara Moody
703.535.1603 bmoody@nsba.org

ADVERTISING CONTACT

Fox Associates
312.644.3888, x114 adinfo.nsb@foxrep.com

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T+L Conference Phoenix: October 20-22, 2010

T+L CONFERENCE PROGRAM BOOK

Advertise in NSBA's T+L Conference Program Book – the frequently referenced guide for 2,000 district leaders interested in the latest education technology trends. T+L (Technology and Learning) highlights best practices and showcases model school district initiatives. Sponsorship opportunities can be integrated with your advertising presence.

Issue Date

October 20, 2010

Space Close

August 27, 2010

Materials Due

September 3, 2010

Advertising Rates

Cover 4	\$3,400
Cover 3	\$3,090
Cover 2	\$2,935
Full Page (4C)	\$2,780
Full Page (B&W)	\$2,265
Half Page (4C)	\$2,165
Half Page (B&W)	\$1,545

15% agency commission paid on all insertions.

Ad Sizes

	WIDTH	HEIGHT
Full Page	9.75"	13.25"
1/2 Page Horiz	9.75"	6.5"

Specifications

Ads should be provided on CD as 300 dpi CMYK PDF's with fonts and images embedded and accompanied by a hard copy proof of the ad.

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