

Advertising and Mailing List Rate Card

2009–2010



CONFERENCE PREVIEW 2010 NECTFL REVIEW ISSUES 65 and 66 CONFERENCE PROGRAM 2010

SIZES/PRICES (US \$)

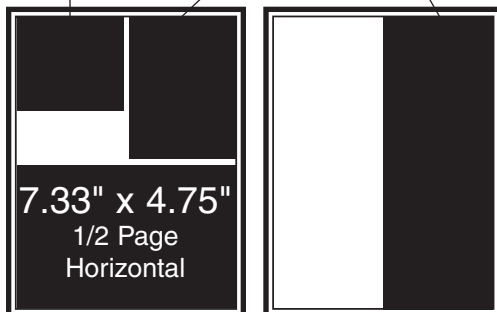
CONFERENCE PREVIEW & PROGRAM (8½" x 11")

All ads in the Conference Preview are in Black and White



- REGULAR FULL PAGE \$900
- INSIDE FRONT COVER \$1000
- INSIDE BACK COVER \$1000
- BACK COVER \$1000
(Back Cover for Preview is smaller due to space left for mailing info: 7.833" wide x 7.667" high)

- 1/6 Page 3.5" x 3"
- 1/4 Page 3.5" x 4.75"
- 1/2 Page Vertical 3.5" x 9.75"



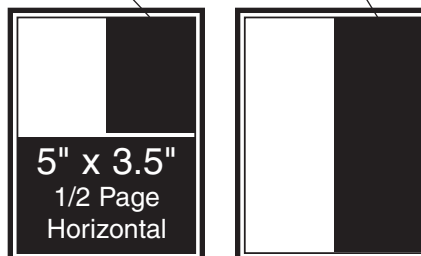
- 1/6 PAGE \$300
- 1/4 PAGE \$400
- 1/2 PAGE \$600

REVIEWS (6" x 9")



- REGULAR FULL PAGE \$600
- INSIDE FRONT COVER \$750
- INSIDE BACK COVER \$750
(NO BACK COVER)

- 1/4 Page 2.5" x 3.5"
- 1/2 Page Vertical 2.5" x 7"



- 1/4 PAGE \$300
- 1/2 PAGE \$400

2009 – 2010 DEADLINES

CONFERENCE PREVIEW

COPY DUE JULY 15
PUBLICATION SEPT.

NECTFL Review 65 (Fall/Winter)

COPY DUE NOV. 1
PUBLICATION DEC./JAN.

CONFERENCE PROGRAM

COPY DUE JAN 15
PUBLICATION March

NECTFL Review 66 (Spring/Summer)

COPY DUE MARCH 1
PUBLICATION APRIL/MAY

EACH AD MUST BE FAXED OR SENT TO US ON THE AD SPACE INSERTION ORDER FORM

FAX TO 717-245-1976 OR SEND :

NECTFL / at Dickinson College
28 N. College Street
Carlisle, PA 17013

(for overnight deliveries/UPS, Fed Ex, DHL carriers)
Payment due with order

Ad copy may be sent electronically to:
murphy.cynthia1@gmail.com

Publication Descriptions

Conference Preview — an 8½" by 11", saddle stitched magazine with approximately 40 pages. (One of our **most** popular issues, now mailed to reach educators at the start of the school year/fall semester, and prominently displayed at the state association meetings & ACTFL conference). It contains registration, hotel and program for our annual Conference. (Sent to 14,000+ on our mailing list). All ads are in black and white. **An important advertising vehicle.**

The NECTFL Review — Now an electronically published journal, also available upon request as a 6" by 9" perfect-bound journal with over 100 pages per issue. It is published in the fall/winter and spring/summer. Ads for products and services in the foreign language and international education market are important at these times of the year. The Reviews contain juried articles, reports on NECTFL activities, product and service reviews, and information of interest to everyone involved with languages.

Conference Program — An 8½" by 11" saddle-stitched program of approximately 100 pages. Covers, inside and out, are 4-color, and there are about 32 pages of color ads. It is distributed at the Conference, and contains all details about Conference activities, exhibitor information (including name, address, telephone, fax numbers and web addresses), plans of the various floors at the hotel, and other information pertinent to the Conference. Many participants retain this program for their files. 2,500+ programs go into the hands of the Conference attendees — these are the people making the purchasing decisions for their schools, districts, and college or universities. Reserve ad space early — **this is a popular issue.**

Terms

Full Payment due with order.

Copy space reserved but not used by advertiser will be billed in full !

Please note: all ads must be reserved on the Ad Space Insertion Order Form.

Mechanical Requirements

Provide the Ad as **Electronic file**: CD preferred with clear label on the disk indicating publication, company name and contact person. If Ad is sent in pdf format NECTFL will email back Ad for written confirmation as to accuracy. All pdfs must be sent to *murphy.cynthia1@gmail.com* only. Both CD and pdf format must be accompanied with hard copy.

Trim size for Programs is 8½" x 11", while the trim size for Reviews is 6" x 9" — see ad sizes on reverse. No bleeds accepted, accuracy of gutter cannot be guaranteed. Any additional prepress and printer costs will be billed at cost to advertiser.

Electronic file requirements: Macintosh or PC platforms, print resolution is 300 dpi. A print resolution pdf is preferred, but be aware of the font licensing problems in the latest version of Acrobat and convert fonts to outlines or provide the native files in case we need to use them instead of the pdf. Native electronic files may be Adobe Illustrator, Adobe InDesign, PageMaker, Photoshop or QuarkXpress. You must include screen and printer fonts, images, and a hard copy (laser proof) of the ad to verify content. To control file complexity, all color photos should be no more than 300 dpi CMYK Tifs (not photoshop eps'), and must be imported between 75% to 125%. If an image is placed at a higher or lower percentage, please scale in photoshop and reimport at 100%. Avoid incurring additional charges due to printing problems arising from file complexity. *If you provide Microsoft Word files, we will keep content but redesign it.*

Mailing Lists

Our mailing list of over 14,000 is available for \$100.00 per thousand. We can customize the list by language, level, and state. The list is available by email in Excel format. Our list is current, and we update it annually. Pre-payment is required for all customized mailing lists.

