

# 2011 NASSP Convention Program Advertising

The 2011 NASSP Convention attendees have buying power and the ability to influence purchasing decisions. The *Convention Program* is distributed to every registered attendee and most consult it multiple times during the Convention to get the crucial information they need. Advertising in the 2011 NASSP *Convention Program* gives you visibility, brings traffic to your booth during the show, and provides you with virtual face time with those hot prospects after the Convention because this valuable resource travels back to the school with attendees.

## SPACE FOR THE FINAL CONVENTION PROGRAM IS LIMITED AND PREMIUM POSITIONS SELL QUICKLY!

Please review the advertising contract for detailed deadline information, mechanical specifications, and digital specifications.

### Ad Rates

B&W	Base Price
Full page	\$1000
½ page horizontal	\$800
¼ page vertical	\$350
Four-color process, add	\$800

### Position Premium (Add % to base & color)

Cover rates are fixed and include four-color process.

50%	Cover 4
40%	Cover 3
30%	Cover 2

No agency commission

Contact Vicki Gills at 800-253-7746, Ext. 231  
Fax 703-476-5490

### Please submit to:

2011 NASSP Convention Program Book Advertising  
Attention: Vicki Gills, 1904 Association Drive, Reston, VA 20191

THIS CONTRACT SERVES AS MY OFFICIAL  
INSERTION ORDER FOR ADVERTISING SPACE.



**FULL PAGE**  
7" X 10"  
width and height



**½ PAGE**  
7" X 4.5"  
width and height



**¼ PAGE**  
3.25" X 4.25"  
width and height



**COVER PAGE**  
8.5" X 11"  
width and height

### Cover Page

<b>Trim</b>	8.5" x 11"
<b>Bleed</b>	9" x 11.5"
<b>Live Area</b>	7.25" x 10.25"

## PROGRAM ADVERTISING

Size  Full Page  ½ Page Horizontal  ¼ Page Vertical  
Color  B&W  4-color Total Due \_\_\_\_\_

Company name \_\_\_\_\_

Address \_\_\_\_\_

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

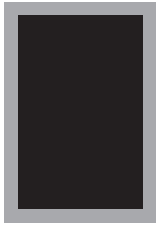
Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Contact name \_\_\_\_\_

Signature \_\_\_\_\_

**Space Reservation: November 5, 2010 • Materials Due: November 12, 2010**  
**Digital specifications on the reverse side**

# 2011 NASSP Advertising Mechanical Requirements



## FULL PAGE

7" X 10"

width and height



## ½ PAGE

7" X 4.5"

width and height



## ¼ PAGE

3.25" X 4.25"

width and height



## COVER PAGE

8.5" X 11"

width and height

## Cover Page

Trim 8.5" x 11"

Bleed 9" x 11.5"

Live Area 7.25" x 10.25"

## Digital Specifications

The program is produced using Indesign CS3 for Macintosh. Ads formatted on any other platform or software should be sent to a service bureau. All materials must be SWOP (Specifications for Web Offset Publications) compliant.

### The following file formats are listed in order of preference

- **Indesign CS2 or CS3** with all PostScript fonts and image files used.
- **Adobe Illustrator 8.0–CS** with type converted to outlines, saved as EPS, and with files linked.
- **Acrobat PDF/X-1a** distilled from PostScript; DDAP PPD (PostScript Printer Description) must be used when creating PostScript files. PDF ads must be 300 dpi at the desired print size, process color with fonts and art embedded. Art should originate in Adobe Photoshop or Adobe Illustrator.
- For information on what a PDF/X-1a is or how to create a PDF/X-1a <http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf>.
- **Adobe Photoshop** saved as high-resolution 300 dpi EPS.
- **Film negatives**, right-reading, emulsion side down, 133-line screens; an additional charge may apply for converting film to digital format.

### Images

Images must be submitted as SWOP (CMYK or Grayscale) TIFF or EPS in final high-resolution format, 300 dpi. We do not scan or place images for advertisers. All files must be linked appropriately to layout. No RGB or JPEG formats will be accepted. **Do not nest EPS files into other EPS files. Do not embed ICC Profiles within files.** Files should be right reading, portrait mode (no rotations), 100% size.

### Fonts

All type fonts used in ad layouts must accompany files, both screen and printer versions. PostScript Type 1 and Open Typeface fonts are acceptable. Submit both printer and screen fonts. Submit all fonts embedded in graphics as well. **TrueType and Multiple Master fonts or font substitutions cannot be accepted.**

### Color

All layout and art files must be converted to CMYK mode as a process color equivalent. PMS inks are not used; files for two-color ads must be converted to CMYK to match the desired color. If color mode is not submitted as CMYK and appropriate proofs do not accompany files (see How to Submit Files), publisher cannot be held responsible for color reproduction.

### How To Submit Files

- Submit files on Macintosh-formatted CD-ROM or DVD directly to the address listed below for ad materials. Please label files with your identification and note placement as convention program sponsor ad.
- Please collect files carefully. All fonts and image files used to create the ad must accompany files. Incomplete files will not be accepted. Every CD or DVD sent should be accompanied by a print directory of the contents.
- A laser proof or velox printed at 100% must be submitted with each black-and-white ad. A digital color proof, color laser proof, or four-color film proof printed at 100% must accompany each four-color ad submitted. Ads submitted without color proofs will be accepted at the advertiser's risk and accurate color reproduction cannot be guaranteed. An additional charge may apply to generate proofs if none are supplied.

### Send all ad materials to:

2011 NASSP Convention Program Book Advertising  
Attention: Vicki Gills  
1904 Association Drive, Reston, VA 20191

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