

CONVENTION ADVERTISING

Enhance your convention presence and earn exhibit booth assignment priority points! Create interest in your exhibit before and during the convention and double the impact of your exhibit. Advertising is a great way to highlight your specific Exhibit Hall location, products, and services. Or, if you cannot exhibit, you still can reach the full audience of thousands of school psychologists and allied professionals throughout the United States and 25 foreign countries who read the publications highlighted below. This group represents approximately 75% of the active portion of the school psychologist market! Your ad becomes a permanent, visible reminder of your organization long after the convention is over.

NASP's annual convention is the largest meeting of school psychologists in the world. The 2017 convention held in San Antonio was a huge success, with nearly

5,000 attendees. Whether you plan to exhibit or not, advertising in the *Preliminary* and/or *Final Program(s)* is an excellent, cost-effective way to get your message out to thousands of school psychologists when they are most focused on opportunities to improve their professional development. The *Preliminary Program* is mailed to more than 25,000 potential attendees. It highlights the educational sessions, workshops, keynote speakers, meetings, and special events offered during the 4-day convention. The *Final Program* is distributed on site. Attendees rely on the in-depth coverage of schedules, educational sessions, activities, and presenters provided in this indispensable convention guidebook.



SAVE 10%

Advertise in both programs and receive a 10% discount off each ad. No additional discounts apply.

ADVERTISING RATES

Unit	PRELIMINARY PROGRAM		FINAL PROGRAM	
	Rates	Dimensions (w x h)	Rates	Dimensions (w x h)
Back Covers (4-color only)	\$2,500	8 ³ / ₄ " x 7 ⁵ / ₈ " (bleeds)	\$1,900	8 ³ / ₄ " x 11 ¹ / ₄ " (bleeds)
Inside Cover (4-color only)	\$2,100	8 ³ / ₄ " x 11 ¹ / ₄ " (bleeds)	\$1,700	8 ³ / ₄ " x 11 ¹ / ₄ " (bleeds)
Page Facing Inside Back Cover	\$1,900 (4-color only)	8 ³ / ₄ " x 11 ¹ / ₄ " (bleeds)	\$1,400 (B/W)	8 ³ / ₄ " x 11 ¹ / ₄ " (bleeds)
Full Page (B/W)	\$1,250	8 ³ / ₄ " x 11 ¹ / ₄ " (bleeds) 7" x 10" (nonbleed)	\$1,200	8 ³ / ₄ " x 11 ¹ / ₄ " (bleeds) 7" x 10" (nonbleed)
1/2 Vertical (B/W)	\$900	3 ¹ / ₄ " x 10" (nonbleed)	\$850	3 ¹ / ₄ " x 10" (nonbleed)
1/2 Horizontal (B/W)	\$900	7" x 5" (nonbleed)	\$850	7" x 5" (nonbleed)
1/4 Vertical (B/W)	\$600	3 ¹ / ₄ " x 5" (nonbleed)	\$550	3 ¹ / ₄ " x 5" (nonbleed)

Contact advertising@naspsweb.org to discuss additional pricing options.

ART

Only electronic files will be accepted. Upload artwork to [ftp.naspprod.org](ftp://ftp.naspprod.org) (username: naspprodads, password: naspads0607) and place in the "CONVENTION" folder. Submit a full-size, color accurate proof to NASP by the art due deadline (a \$35 charge will be billed if a proof is not received).

- Press Optimized PDFs
- Illustrator EPS files with all fonts saved as curves/outlines

	PRELIMINARY PROGRAM	FINAL PROGRAM
Binding	Saddle-Stitched	Perfect Bound
Trim Size	8 ¹ / ₂ " x 11"	8 ¹ / ₂ " x 11"
Bleed	Full-Bleed	Full-Bleed
Color	4-color process covers with black only interiors.	4-color process covers with black only interiors.
Line Screen	133 Line	133 Line

Note: Advertisers will be billed for any modifications or file manipulation required to meet print specifications. NASP will not accept nor be held accountable for any ads created in nongraphics programs such as MS Word or PowerPoint. **Safety Margins:** Only full-page ads may bleed. The dimensions listed above for bleed ads include a 1/8" bleed on all four sides. Live area for copy is 7" x 10". NASP reserves the right to crop up to 1/8" from either side of any bleed page to compensate for variation in trim page size.

DEADLINES

Preliminary Program

Insertion Order Due: Friday, June 30, 2017

Art Due: Friday, July 7, 2017

Cancellations: Wednesday, July 12, 2017

Final Program

Insertion Order Due: Monday, November 20, 2017

Art Due: Monday, November 27, 2017

Cancellations: Wednesday, November 29, 2017



Advertising Insertion Order/Contract

NASP 2018 ANNUAL CONVENTION



February 13–16, 2018 • Hyatt Regency • Chicago

Get the Most Out of the NASP Convention—Advertise in the NASP Preliminary & Final Programs

To reserve your advertising space, please review the details below and complete and submit this form. Please keep a copy for your records. Remember, you earn priority points for booth assignment when you advertise!

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Advertising Specifications

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Advertising Guidelines

All copy is subject to NASP approval. NASP reserves the right to edit or refuse ad materials that are determined unsuitable. Because of our commitment to diversity, nondiscrimination, and good taste, NASP prohibits discrimination of any kind within its publications.

Publication of an advertisement does not constitute endorsement or approval of a book, publication, point of view, standard of service, or opinion presented therein, and NASP reserves the right to add the word "advertisement" to copy that resembles editorial matter.

Please confirm position availability prior to submitting your insertion order with the advertising department at 301-347-1663, or advertising@naspweb.org.

The contract below constitutes the applicant's agreement to abide by the guidelines and regulations included in the Exhibitor Prospectus.

Company _____

Address _____

City _____ State _____ Zip _____

Contact _____

Title _____ E-mail _____

Phone _____ Fax _____

Authorized Signature _____

Date ____ / ____ / _____

Insertion Order Due:	Preliminary Program June 30, 2017	Final Program November 20, 2017
Artwork Due:	July 7, 2017	November 27, 2017

Note: Cancellations must be received and confirmed by July 12, 2017, for the Preliminary Program and November 29, 2017, for the Final Program.

Please submit completed insertion order to: Advertising Department, National Association of School Psychologists, 4340 East West Highway, Suite 402, Bethesda, MD 20814. Advertisers will be invoiced for their ads approximately 1 week following the artwork due date. The 10% off discount for advertising in both convention programs will be applied to each ad and will appear on the Final Program invoice. No other discounts apply.

Please indicate the publication(s) in which your ad(s) should appear, the size, the cover position (if applicable), the rate, and ad description of advertising space you would like to reserve.

	Ad Size	Cover Position	Rate
Preliminary	_____	_____	_____
Ad Description	_____		
Preliminary	_____	_____	_____
Ad Description	_____		
Final	_____	_____	_____
Ad Description	_____		
Final	_____	_____	_____
Ad Description	_____		

SUBTOTAL \$ _____

10% DISCOUNT \$ (_____ **)**

(if advertising in both programs; discount is applied to the Final Program invoice)

ADVERTISING TOTAL \$ _____