



NCTM 2010 Annual Meeting and Exposition

San Diego, California ● April 21–24, 2010

San Diego Preview Brochure

Reach up to 120,000 math educators and decision makers by advertising in the **Annual Meeting Preview Brochure**. The **Preview** provides an overview of the San Diego Annual Meeting—its schedule, presentations, speakers, activities, and more. It is **mailed six months in advance** to NCTM members and many other decision makers at all levels—preschool through adult—within approximately 500 miles of the meeting site. This is a perfect opportunity for your company to build awareness of your product or service to thousands of mathematics professionals in advance of the conference—and at a fraction of the cost of doing it yourself. Reserve space today!

Preview Brochure Deadlines

- Ad space closing—**August 10, 2009**
- Ad materials closing—**August 24, 2009**
- Mailing date—**early November 2009**

Preview Ad Sizes

- **½ Page:** 4.5" W × 7.5" H
- **Cover 3 or 4:** 8.375" W × 10.875" H trim
8.625" W × 11.125" H bleed

San Diego Preview Ad Rates (Prices are effective through August 2009.)

Frequency	Color	½-Page Horizontal	Cover 3	Cover 4
1-Time Regional (Cost per preview ad)	4-Color	\$5,900	\$10,600	\$11,280

NEW!

Save 20% on a Preview/Program Package: Take 20% off the cost of a 4-color half-page or 4-color full-page ad in the *San Diego On-Site Program* when you book a half-page or full-page *Preview* ad. See *Program* ad rates below.

San Diego Program Book

Reach up to 25,000 mathematics educators and decision makers by advertising in the **Annual Meeting and Exposition Program Book**. Attendees carry program books throughout the events, using them to plan their daily meeting schedule as well as for special-offer coupons. They take them home with them afterwards and use them as a professional development tool and vendor resource book. This ensures your ad and coupon maximum exposure. Remember, the **Annual Program** allows you to reach a vital, engaged audience of mathematics education decision-makers—all at the same time.

Program Deadlines

- Ad space closing—**December 18, 2009**
- Ad materials closing—**January 11, 2010**
- Delivered on site

Program Ad Sizes/Specs Online at

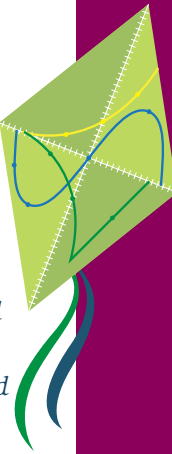
www.nctm.org/confads

Program Display/Online Ad Rates*

- Rates below include a Web-linked, PDF version of the print ad on the NCTM Web site for four months
- Guaranteed position is 15% of total gross cost of the ad
- Cover positions are subject to availability and a 50% non-refundable deposit to reserve space

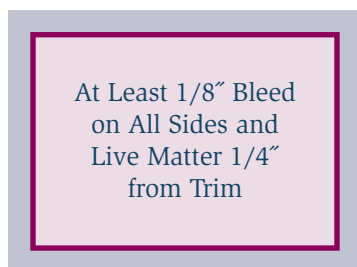
Color	Cover 4	Cover 2 or 3	Full-Page	½-Page Vertical	½-Page Horizontal	¼-Page
Black/White	N/A	N/A	\$1,270	\$865	\$770	\$330
4-Color	\$3,360	\$3,110	\$2,150	\$1,750	\$1,655	\$1,215

(continued)

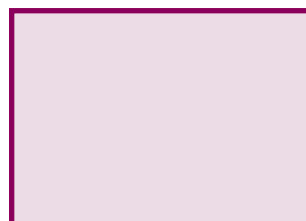


San Diego Program Ad Sizes

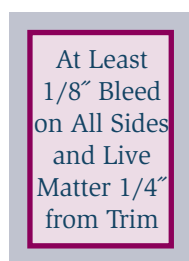
Page Trim 8.25" X 10.875" • Spread Trim 16.5" X 10.875"



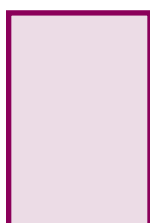
2-Page Spread with Bleed
16.75" X 11.125"



2-Page Spread
16.0" X 9.75"



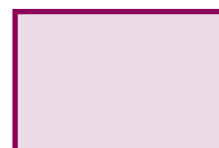
Full Page, Bleed
8.5" X 11.125"



Full Page
7.75" X 9.75"



1/2 Page, Vertical
3.375" X 9.875"



1/2 Page, Horizontal
7" X 4.875"



1/4 Page
3.375" X 4.875"

Tab Divider Pages*

Tab-divider pages will mark the major sections of the program. Printed on cover stock, the tab pages will lead off one of the five main sections of the printed program. These tabs are a perfect alternative to advertising on cover pages. By reserving either the front and/or back of the tab page, your 4-color ad will be seen again and again—during and after the conference—as attendees use the tab pages to locate the important areas of the program. **Space is limited, so reserve your tab divider page today!**

Rate One side of tab page, **\$3,150**. Both sides of tab page for **\$5,800**. This rate includes a Web-linked PDF version of the tab page on the NCTM Web site for four months. Reserving tab pages requires a 50% non-refundable deposit on the cost of the tab.

Color 4-color, full bleed only

Size Page trim/inches = 8.25 deep by 10.88 wide
Page bleed/inches = 8.5 deep by 11.13 wide

Tear-Out Coupon Rates*

Reserve a tear-out coupon in the back of the program book for attendees to redeem at your exhibit booth. Exhibitors who provide special offers, prizes, or gifts, experience heavier traffic and report better show results. Coupons are also a great way to gather more qualified leads. Your offers will be printed on both sides of perforated, card stock—three coupons to a page—for one low price! **Space is limited, so reserve your coupon today!**

Rate One coupon, **\$400**; two or more **\$325** each—non-commissionable rates.

Color Black/white on front and back coupon with no bleeds

Size Image area/inches = 5.75 wide by 3.25 deep
Perforated area/inches = 7.25 wide by 3.63 deep

*Rates are for Annual Meeting exhibitors only. Ads placed for non-exhibiting companies will be assessed a surcharge of \$1,800.00.