



NATIONAL COUNCIL OF
TEACHERS OF MATHEMATICS

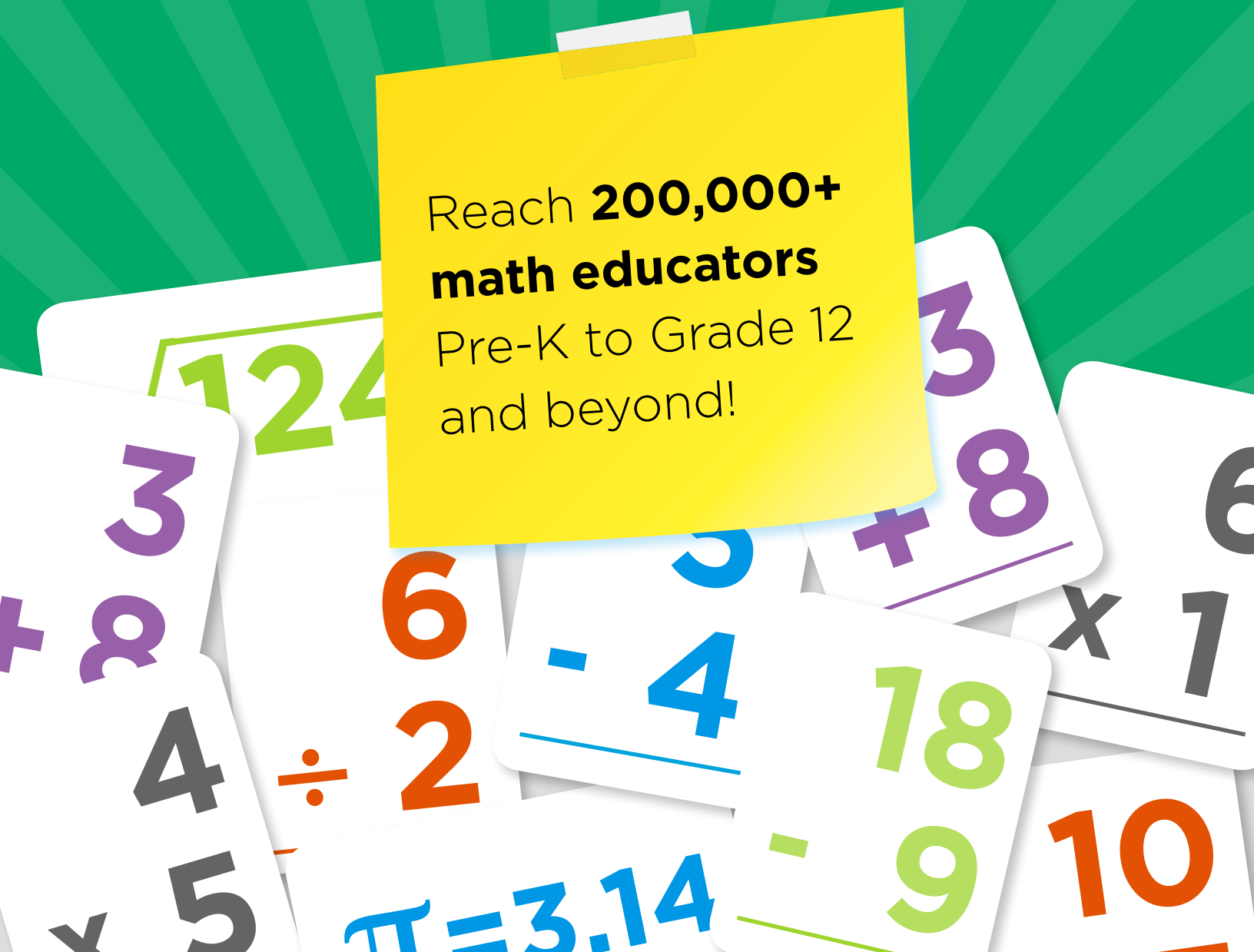
June 2016 — May 2017

THE WORLD'S LARGEST MATHEMATICS EDUCATION ORGANIZATION

Media Planner

Print • Digital • Conferences

Reach **200,000+**
math educators
Pre-K to Grade 12
and beyond!



Research

NCTM Members

The National Council of Teachers of Mathematics is the world's largest mathematics education organization.

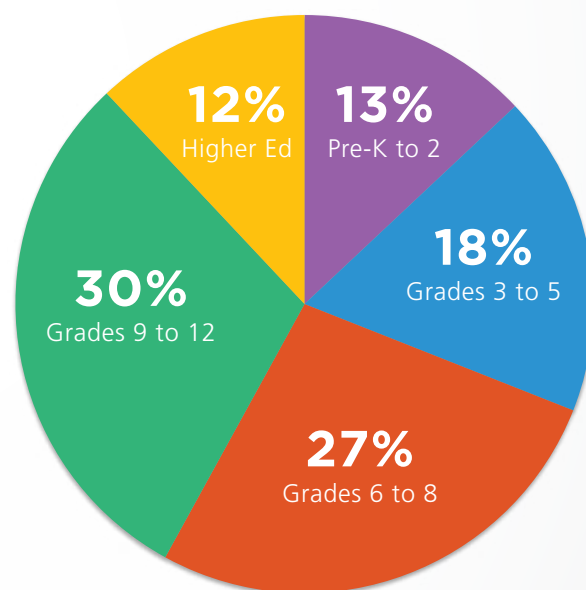
Founded
1920

Membership
70,000

220
affiliates

Who are NCTM Members?

Position	%
Mathematics Teacher	57%
Teacher Educator	15%
Consultant	8%
Administrator	5%
Math Coach	4%
Curriculum Supervisor	4%
Retired Educator	3%
Math Specialist	2%
Researcher	2%



NCTM members are loyal and experienced:

12.3 years

average number of years as
a member of NCTM

15.7 years

average number of years in
the education field

Research

NCTM Members

\$371 million

total 2013–2014 budget for math-related products and services for NCTM member organizations

\$275 million

total value of products and services recommended, specified or purchased in the last 12 months

53%

are involved in purchasing

85.5%

buy products/services for students/classrooms out of their own pocket

What do NCTM members buy?

Product/Service	Ever Evaluated, Recommended, Specified or Bought	Purchased in the Last 12 Months
Assessment Resources	42.4%	23.5%
Calculators	59.7%	30.4%
Clothing, Jewelry and Accessories	6.7%	5.0%
Common Core Resources	48.4%	36.2%
Games and Toys	25.2%	13.1%
Hands-on Materials and Manipulatives	64.0%	35.4%
Higher Education	9.7%	4.4%
Online Resources	46.8%	31.0%
Professional Development Books and Resources	50.1%	36.1%
Professional Organizations	26.4%	17.4%
Ready-to-learn Materials	12.2%	8.8%
Software and Apps	44.5%	30.1%
Teaching Resources	59.7%	40.1%
Textbooks	61.8%	31.4%

NCTM Journals

Quick Facts

Tip: Advertise in NCTM's print journals and e-Journals for maximum coverage of the math education market.

Or, target by
grade band!

Or, target by grade band!		TCM Teaching Children Mathematics	MTMS Mathematics Teaching in the Middle School	MT Mathematics Teacher
Grade Band		Pre-K to Grade 6	Grades 5 to 9	Grades 8 to 14
Paid Print Circulation*		15,120	13,670	16,130
Total Readership		36,840	28,700	32,260
Frequency		9x	9x	9x
Readership Habits	Regular readers (at least 3 of 4 issues)	76.9%	73.4%	70.1%
	Average time spent reading (in minutes)	52.9	55.6	53
	Took some action as a result of reading	80.5%	77.2%	68.6%
	Do not read other leading publications	96.8%	96.1%	68.4%

Source: NCTM Readership Survey, Fall 2013 | *Paid circulation figure only accounts for NCTM's Full Individual Members and Institutions who receive print journals.

NCTM Higher Education Journals

Journal for Research in Mathematics Education (JRME)

Print Circulation: 3,410

The articles in JRME are research-based and provide a more in-depth look at issues affecting mathematics education. This highly-regarded journal is published five times a year and reaches research-oriented math educators, including mathematics departments and school libraries. Learn more about JRME on page 8.

Mathematics Teacher Educator (MTE)

Online Circulation: 1,700

MTE is a joint publication of the National Council of Teachers of Mathematics (NCTM) and the Association of Mathematics Teacher Educators (AMTE). Advertising opportunities are limited to just two times a year. Learn more about this digital-only publication on page 12.

Print

TCM, MTMS, MT

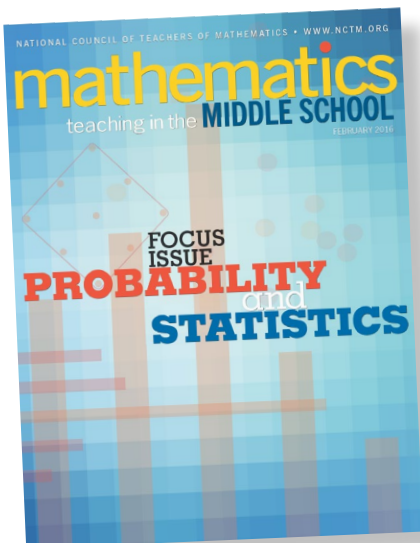
Teaching Children Mathematics (TCM) Pre-K to Grade 6

TCM fills a niche. It is the only journal targeted at Pre-K–6 math teachers/supervisors and teacher educators—nothing like it is available from other magazines for teachers. Advertising in TCM will target your message to the best, most appropriate audience.



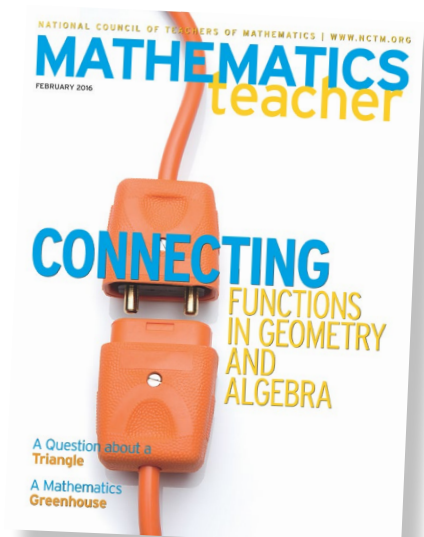
Mathematics Teaching in the Middle School (MTMS) Grades 5 to 9

The only journal of its kind, Mathematics Teaching in the Middle School (MTMS) is specifically addressed to the middle school math teacher. Excellent for advertising math textbooks, computers, calculators, software, and services for enhancing learning in the middle grades.



Mathematics Teacher (MT) Grades 8 to 14

Excellent for advertising math textbooks, computers, calculators, software, and services for teaching math in junior and senior high schools, two-year colleges, and teacher-education colleges. No other magazine for teachers can provide you with this wide but concentrated audience of consumers of math products and services.



Print

TCM, MTMS, MT

Space & Artwork Deadlines

Earliest
deadlines!

MT

Issue Month	TCM		MTMS		MT	
	Space	Artwork	Space	Artwork	Space	Artwork
August 2016	May 26	June 3	May 26	June 2	May 16	May 23
September 2016	June 24	July 8	June 24	July 1	June 21	June 28
October 2016	July 28	August 5	July 28	August 4	July 18	July 25
November 2016	August 24	September 2	August 24	August 31	August 15	August 22
December/ January 2017	September 28	October 7	September 28	October 5	September 20	September 27
February 2017	November 18	December 2	November 18	November 30	November 15	November 22
March 2017	December 23	January 6	December 23	January 5	December 15	December 22
April 2017	January 26	February 3	January 26	February 2	January 17	January 24
May 2017	February 24	March 7	February 24	March 2	February 16	February 24

Can't-Miss: Focus Issues

Focus issues are special editions of the NCTM Journals that carry one theme throughout the journal, usually a "hot topic" in math education. These issues are eagerly anticipated by our readers as comprehensive guides and therefore have a long shelf-life.

October 2016

Teaching Children Mathematics

Revealing the Facets of Assessment

November 2016

Mathematics Teacher

Teaching Mathematics Online

February 2017

Mathematics Teaching in the Middle School

Assessing Student Understanding



Print

TCM, MTMS, MT

Ad Rates

Effective June 1, 2016 to May 31, 2017

4-Color	1x	3x	5x	9x
Full Page	\$5,572	\$5,412	\$5,192	\$5,004
2/3 Page	\$4,367	\$4,227	\$4,066	\$3,922
1/2 Page	\$3,713	\$3,638	\$3,499	\$3,386
1/3 Page	\$2,893	\$2,840	\$2,733	\$2,664
1/6 Page	\$2,240	\$2,187	\$2,133	\$2,073
Covers	\$6,215	\$6,065	\$5,845	\$5,679

B&W	1x	3x	5x	9x
Full Page	\$4,100	\$3,933	\$3,772	\$3,606
2/3 Page	\$2,868	\$2,761	\$2,654	\$2,514
1/2 Page	\$2,241	\$2,171	\$2,074	\$1,967
1/3 Page	\$1,421	\$1,367	\$1,314	\$1,270
1/6 Page	\$783	\$750	\$713	\$692

Agency commissionable | Guaranteed position: 15% premium

TERMS AND CONDITIONS

- Advertisers must adhere to all NCTM Advertising Terms and Conditions on page 18.
- Cancellations: Covers, preferred and special positions are non-cancellable. For all other positions, Orders may be cancelled without penalty by Customer only upon written notice received by Publisher prior to the issue advertising close date. If Customer gives notice after the issue advertising close date, then (i) cancellation is not permitted if materials have been received by Publisher, or (ii) if materials have not been received by Publisher, then cancellation is permitted subject to Publisher approval and Customer's payment of a \$2,000 net cancellation fee. Rate adjustments resulting from permitted cancellations, if any, will be made upon confirmation of the change in media spend. Customer is not entitled to review or revise advertisements that are received by Publisher's production department after the issue advertising close date. If new materials or material instructions are not received by the production department by the published materials deadlines, Publisher will repeat the most recent ad materials.

Ad Dimensions

(inches wide by inches deep)

Full Page Bleed	8.5" x 11.125"
Full Page Non-Bleed	7.75" x 9.75"
Spread Bleed	16.75" x 11.125"
Spread Non-Bleed	16.0" x 9.75"
2/3 Vertical	4.625" x 9.5"
1/2 Island	4.625" x 7.0"
1/2 Horizontal	7.25" x 4.625"
1/3 Vertical	2.25" x 9.5"
1/3 Square	4.625" x 4.625"
1/6 Horizontal	4.625" x 2.25"
1/6 Vertical	2.25" x 4.625"

Publication Trim Size: 8.25" x 10.875"

Bleed Size: 8.5" x 11.125"

HIGH-RESOLUTION, PRESS-READY PDF REQUIRED

- Embed all fonts and images
- CMYK or grayscale only; 2-color ads will be printed using a CMYK color build
- Live Area: Keep live text and graphics 1/4 inch inside trim dimensions
- Include crop marks and 1/8" bleed (if applicable)
- **Partial page ads must be framed by border or rule**

AD PROOFS

- All ads must be submitted with a SWOP proof at 100%.
- If proof is not provided and production problems occur, a proof may be created and billed to the client or agency at NCTM's prevailing rates. Ads supplied without a SWOP-certified color proof will be printed to SWOP standards (Specific Web Offset Publications). Please visit swop.org for additional information of certified proofing and printing standards.
- NCTM and its printers cannot be held liable for color complaints when an ad is submitted without an acceptable color proof.

SEND AD MATERIALS AND PROOF TO:

Send My Ad
theygsgroup.sendmyad.com
TJ Creedon
Email: thomas.creedon@theygsgroup.com

Journal for Research in Mathematics Education (JRME) Higher Education

Mailed to 3,400 readers five-times a year, the JRME is devoted to the interests of teachers of mathematics and mathematics education at all levels—preschool through adult.

The JRME is a forum for disciplined inquiry into the teaching and learning of mathematics. The editors encourage the submission of a variety of manuscripts: reports of research, including experiments, case studies, surveys, philosophical studies, and historical studies; articles about research, including literature reviews and theoretical analyses; brief reports of research; critiques of articles and books; and brief commentaries on issues pertaining to research. An index for each volume appears in the November issue.

Ad Dimensions

(inches wide by inches deep)

Full Page Bleed	6.25" x 9.25"
Full Page Non-Bleed	4.5" x 7.75"
Spread Bleed	12.5" x 9.25"
Spread Non-Bleed	9.25" x 7.5"
1/2 Horizontal	4.5" x 3.625"

Publication Trim Size: 6" x 9" | **Bleed Size:** 6.25" x 9.25"

See page 7 for PDF ad requirements. Advertisers must adhere to advertising terms and conditions on page 18.



Ad Deadlines

Issue Month	Space	Artwork
July 2016	April 8	April 22
November 2016	August 5	August 19
January 2017	October 7	October 17
March 2017	December 2	December 16
May 2017	February 3	February 17

Ad Rates

Effective June 1, 2016 to May 31, 2017

B&W only	1x	3x	5x
Cover 3	\$1,072	\$1,046	\$998
Full Page	\$750	\$719	\$676
1/2 Horizontal	\$444	\$429	\$402

Digital

NCTM e-Journals

TCM, MTMS, MT, and JRME e-Journals

The e-Journals are sent to **both print and online-only** subscribers of TCM, MTMS, MT and JRME. Contents include a web-linked table of contents for each respective print journal as well as additional online teacher resources. E-Journals are delivered the first weeks of the issue month, nine times a year—except for JRME which goes out five times a year. Each issue offers three banner options on the right-hand edge of the update.

Vital Stats

e-Journal	Grade Band	Circulation	Avg. Open Rate
TCM	Pre-K to Grade 6	16,000	29%
MTMS	Grades 5 to 9	17,500	29%
MT	Grades 8 to 14	18,500	35%
JRME	Preschool to Adult	3,800	41%

Ad Rates (TCM, MTMS, MT e-Journal)

Effective June 1, 2016 to May 31, 2017

Ad Size	1x	3x	6x	9x
180 x 450	\$4,957	\$4,458	\$4,212	\$3,955
180 x 300	\$3,285	\$2,958	\$2,787	\$2,626

Ad Rates (JRME e-Journal)

Effective June 1, 2016 to May 31, 2017

Ad Size	1x	3x	5x
180 x 450	\$1,555	\$1,394	\$1,286
180 x 300	\$1,028	\$965	\$911

Rates are not agency commissionable.

Your ad here!

Combined e-Journals

In June and July, NCTM sends combined e-Journals to keep math educators engaged during the summer months. Include these special issues in your plan today, which feature the "best of" TCM, MTMS and MT content.

Digital

NCTM e-Newsletters

Summing Up

Circulation: 52,000

Average Open Rate: 25%

E-mailed monthly, *Summing Up* delivers the latest news and information about math education including legislative updates, member news, resources, and much more.

Ad Rates

Effective June 1, 2016 to May 31, 2017

Ad Size	1x	3x	6x	12x
180 x 300	\$2,343	\$2,106	\$1,866	\$1,731

Rates are not agency commissionable.

Three ad spaces available



Two ad spaces available



Illuminations' Bright Ideas

Circulation: 290,000

Average Open Rate: 17%

Delivered seven-times a year (Aug to Nov, Feb to Apr) *Bright Ideas* contains news and ideas of the latest interactive resources available for math teachers on illuminations.nctm.org and highlights "success stories" of teachers who have used Illuminations resources in their classroom.

Ad Rates

Effective June 1, 2016 to December 31, 2017

Ad Size	1x	3x	6x	12x
180 x 300	\$2,787	\$2,572	\$2,358	\$2,144

Rates are not agency commissionable.

Digital

Illuminations Website

illuminations.nctm.org

Widely acclaimed and supported by the Thinkfinity/Verizon Foundation, NCTM's Illuminations is designed to give NCTM members and non-members free access to online math lesson plans, activities, games, and mobile apps.

Math teachers from all over the world—well beyond NCTM's membership—access this site, delivering **2.2 million page impressions monthly**.

Don't miss the opportunity to advertise! Call today for more information and to reserve space.

Ad Rates

Effective June 1, 2016 to May 31, 2017

Ad Zone	Ad Size	1x	6x	12x
Home Page	300 x 250	\$4,408	\$3,966	\$3,523
Interior Pages	160 x 600	\$2,822	\$2,544	\$2,266
Targeted Zones*	160 x 600	\$3,523	\$3,172	\$2,822

*Ads can be targeted by either Grade Band or Common Core Grade Level. Targeted zone ad unit availability depends on the number of interior units sold. Rates are not agency commissionable.

Advertising, Sponsorship & Exhibit Sales

Laura Gaenzle
Tel: (717) 430-2351
laura.gaenzle@theygsgroup.com

Marshall Boomer
Tel: (717) 430-2223
marshall.boomer@theygsgroup.com



50,000
Impressions Per Ad!

Digital

NCTM Website

www.nctm.org

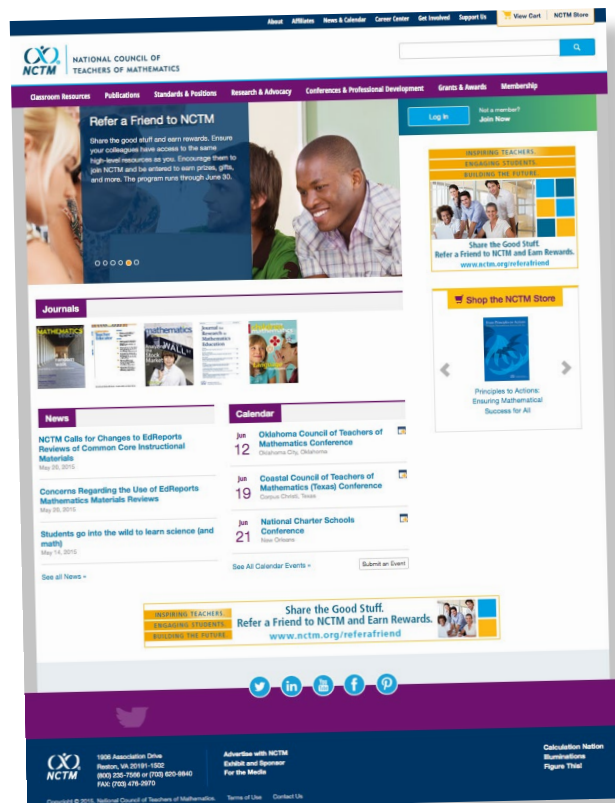
Place a banner on nctm.org and provide your company with maximum exposure 24 hours a day, 7 days a week. Tailor your ad to specific grade bands in targeted zones of the web site, advertise on just the home page, or place your message sitewide. Call us today to find out which option is the best for your company.

Ad Rates

Effective June 1, 2016 to May 31, 2017

Ad Zone	Ad Size*	CPM Rate
Home Page	300 x 250	\$52 per 1,000 impressions
Sitewide	300 x 250	\$41 per 1,000 impressions
Targeted Zones	300 x 250	\$41 per 1,000 impressions

*Sitewide ads do not include the home page or targeted zone pages. Minimum 50,000 impressions required. Rates are not agency commissionable.



Mathematics Teacher Educator (MTE)

Circulation: 3,000

MTE is a joint online-only publication of the National Council of Teachers of Mathematics (NCTM) and the Association of Mathematics Teacher Educators (AMTE).

This scholarly, peer-reviewed journal is delivered twice a year to more than 3,000 practitioners in math education who are NCTM members. Reserve your space today in this highly-regarded publication!

Ad Rates

Effective June 1, 2016 to May 31, 2017

Ad Size	1x	2x
180 x 450	\$1,555	\$1,394
180 x 300	\$1,028	\$965

Ad Deadlines

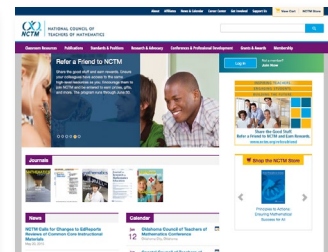
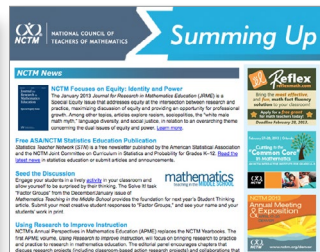
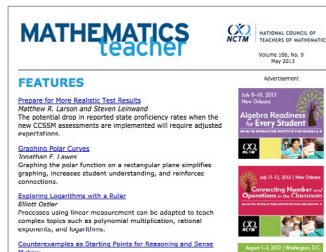
Issue Month	Space	Artwork
September 2016	August 5	August 12
March 2017	February 3	February 10

Your ad here!



Digital

Ad Specifications



Specification	NCTM e-Journals	Summing Up	Bright Ideas	nctm.org Illuminations.nctm.org
Dimensions (width x depth)	180 x 450 180 x 300	180 x 300	180 x 300	300 x 250 160 x 600*
Format	JPEG, GIF	JPEG, GIF	JPEG, GIF	PNG, JPEG, GIF, SWF
File Size	Max 40K	Max 30K	Max 30K	Max 40K
Animation	Not accepted	Not accepted	Not accepted	Max 15 seconds
Resolution	72 dpi	72 dpi	72 dpi	72 dpi
Space	Two weeks prior to broadcast date	Two weeks prior to broadcast date	30th of the month prior to issue date	Thirty days prior to online date
Artwork	Five business days prior to broadcast date	Five business days prior to broadcast date	Five business days prior to issue date	Five business days prior to online date

*160 x 600 ad applies to illuminations.nctm.org only.

Send ad materials to: **SendMyAd** theygsgroup.sendmyad.com

Email: thomas.creedon@theygsgroup.com

All advertisers are subject to review and publisher's advertising policies. See Terms & Conditions on page 18 for full cancellation terms.

Flash Ads (SWF): SWF files must include a standard image file for times when the user's browser does not support Flash. Please also insert a click through action to cover the full dimensions of the ad (this makes the entire ad clickable). For more information visit adobe.ly/FlashAds.

Conferences

At-a-Glance

Tip: Combine your exhibit booth with advertising and sponsorships for maximum exposure and impact!

		2016 Regional Conferences		2016 INNOV8	2017 Annual Meeting
Location		Phoenix	Philadelphia	St. Louis	San Antonio
Dates		October 26-28	October 31 - November 2	November 16-18	April 5-8
Projected Attendance		2,500	3,000	2,500	9,000
Marketing Opportunities	Exhibit Booths	✓	✓	✓	✓
	Sponsorships	✓	✓	✓	✓
	Exhibitor Workshops	✓	✓	✓	✓
	Conference E-blasts	✓	✓	✓	✓
	Program Book	✓	✓	✓	✓
	Tear-Out Coupons	✓	✓	✓	✓
	Advance Preview Brochure	✓	✓	✓	✓
	Online Conference Planner	✓	✓	✓	
	Program Book Tab Dividers				✓

Contact your NCTM Sales Representative today.

Advertising, Sponsorship & Exhibit Sales

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laura.gaenzle@theygsgroup.com

Marshall Boomer
Tel: (717) 430-2223
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Conferences

NCTM Regionals

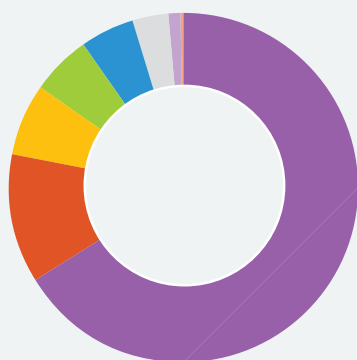
See You in Phoenix and Philadelphia!

NCTM's Regional Conferences and Expositions and the new INNOV8 Conference are a great way to interact with thousands of classroom teachers and decision makers in the mathematics education field. Attendance at past regional conferences has averaged over 2,500 attendees making exhibiting an easy and effective way to get great exposure for your company's name and products.



Attendee Profile

Source: NCTM Attendee Survey



WHO ATTENDS?

- Teacher: 71.1%
- Coach/Specialist: 11.2%
- Student or Preservice: 7.5%
- Administrator: 5.3%
- University/College Professor: 2.7%
- Misc. Professional: 1.1%
- Consultant: 0.9%
- Retired Educator: 0.3%



WHAT GRADE LEVELS DO ATTENDEES TEACH?

- Grades 3-5: 23.5%
- Grades 6-8: 30.1%
- Grades 9-12: 32%
- Pre-K-Grade 2: 9.7%
- Higher Education: 4.6%

TOP PRODUCTS ATTENDEES LOOK FOR IN THE EXHIBIT HALL

1	Resource Materials	73.5%	Electronics	28.7%	Display Materials	14.3%
2	Manipulatives	61.7%	Software	28.6%	Industry Publications	9.7%
3	Textbooks	30.8%	Assessment Materials	18.1%	Hardware	3.7%

Conferences

NCTM Regionals/INNOV8

Exhibit Booth Rates

10' x 10' Standard Booth	\$1,515
10' x 10' Corner Booth	\$1,721

Visit <http://www.nctm.org/regionals> for up-to-date information about the 2016 NCTM Regionals.

Floor Plans

Phoenix	COMING SOON
Philadelphia	COMING SOON

Sponsorship Options

NCTM's sponsorship packages bring you more exposure and value than ever, combining exhibit booth space, advertising and exclusive benefits to maximize your exposure. See a sample list of options below and contact us for more information.

- Opening Sessions
- Neck Wallets
- NCTM Bookstore
- NCTM Central Networking Lounge

Plus:

- Exhibitor workshops
- Tear-out coupons
- Conference e-Blasts
- And much more!

Advertising, Sponsorship & Exhibit Sales

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Marshall Boomer
Tel: (717) 430-2223
marshall.boomer@theygsgroup.com

Regional Program Books

Advertise in both books and save!

4-Color	1x	2x
Cover 4	\$3,302	\$2,802
Cover 2 or 3	\$3,011	\$2,557
Full Page	\$1,908	\$1,608
1/2 Page	\$1,587	\$1,346
1/4 Page	\$1,281	\$1,083

B&W	1x	2x
Full Page	\$909	\$788
1/2 Page	\$589	\$510
1/4 Page	\$341	\$279
Coupon(s)	\$485 (1)	\$402 each (2+)

Two and three issue package rates are not agency commissionable. 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. Rate includes a Web-linked version of the ad on www.nctm.org.

Program Book Dimensions

Full Page Bleed	8.5" x 11.125"
Full Page Trim	8.25" x 10.875"
Full Page Non-Bleed	7.75" x 9.75"
1/2 Vertical	3.375" x 9.875"
1/2 Horizontal	7.0" x 4.875"
1/4 Page	3.375" x 4.875"
Coupon	5.75" x 3.25"

Program Book Deadlines

Location	Space	Artwork
Phoenix	July 25	August 8
Philadelphia	August 1	August 15

Conferences

NCTM INNOV8

Introducing NCTM's INNOV8 Conference!

Be part of the Innov8 Conference—NCTM's new, focused, team-oriented learning experience.

What Makes Innov8 Unique?

- Pathways offer sessions that address one specific problem of practice: Engaging the Struggling Learner.
- New session types will be hands-on, interactive, and encourage collaboration and teamwork.
- Participants will work in teams to develop a plan and solutions using specific challenges from their classroom, school, or district.
- A selection of the proposals will be crowdsourced so the NCTM community can vote for preferred presentations and help build the conference schedule
- Sessions will take place in the new Innovation Lounge that will be unveiled during the conference.

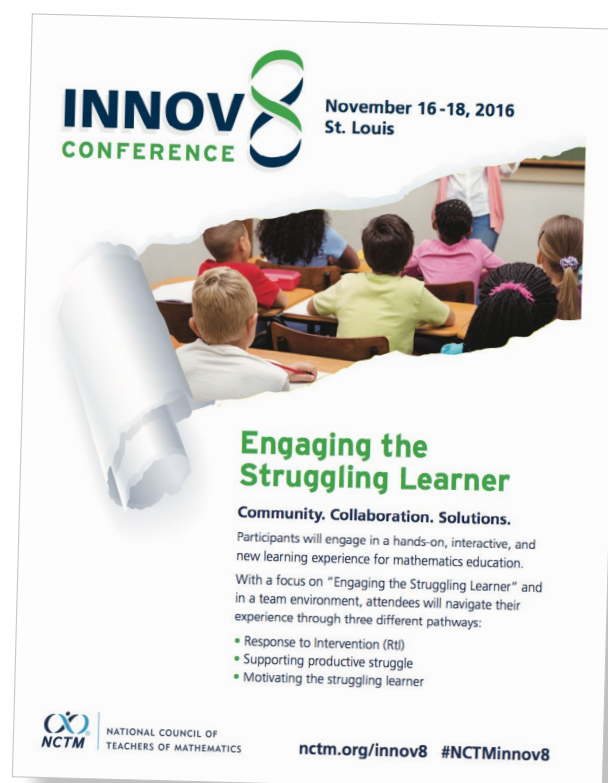


Exhibit Booth Rates

10' x 10' Standard Booth	\$1,515
10' x 10' Corner Booth	\$1,721

Visit www.nctm.org/INNOV8 for up-to-date information about the INNOV8 Conference.

Floor Plans

St. Louis	bit.ly/NCTMSL16
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Sponsorship Options

From the Opening Session scavenger hunt to Innovation Lounge and Learning Pathways, NCTM is shaking up its sponsorship offerings for the INNOV8 Conference. Contact us today for the exciting details and to learn how you can get involved.

Advertising, Sponsorship & Exhibit Sales

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Conferences

NCTM Annual Meeting

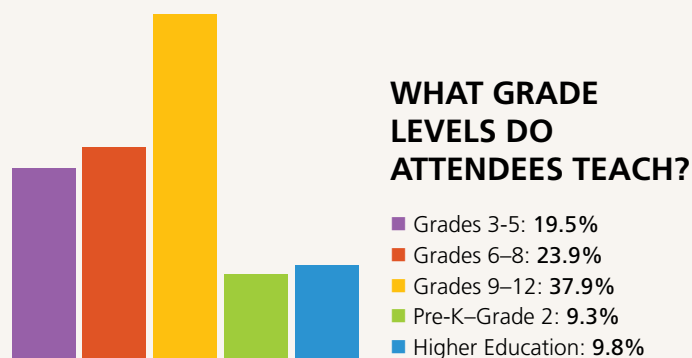
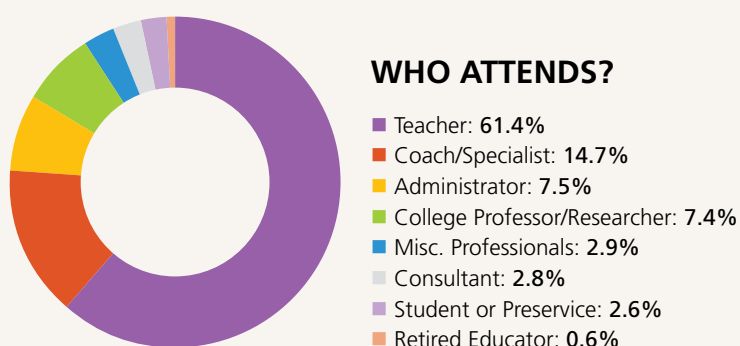
Exhibit at the Premier Event for Math Educators!

NCTM has consistently produced the best-attended and most dynamic educational conferences and events. The largest gathering of mathematics educators in North America, NCTM's Annual Meeting attracts the most elite group of top-level education professionals in the education marketplace—those who shape the industry. Become an exhibitor today!



Attendee Profile

Source: NCTM Attendee Survey



TOP PRODUCTS ATTENDEES LOOK FOR IN THE EXHIBIT HALL

1	Resource Materials	69.3%	Software	32.6%	Display Materials	18.9%
2	Manipulatives	50.9%	Textbooks	27.5%	Hardware	8.4%
3	Electronics	33.9%	Assessment Materials	24.5%	Industry Publications	7.8%

Conferences

NCTM Annual Meeting

Plus:

- Exhibitor workshops
- Conference e-Blasts
- And much more!

Exhibit Booth Rates

10' x 10' Standard Booth	\$2,335
10' x 10' Corner Booth	\$2,540
Premium Location Upgrade	\$210/booth

Visit www.nctm.org/annualexhibit for more details on what is included (and not included) in the cost of your booth. Cross-aisle space and end cap booths are not available.

Floor Plan

San Antonio	bit.ly/NCTM2017
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Sponsorship Options

NCTM's brand new sponsorship packages bring you more exposure and value than ever, combining exhibit booth space, advertising and exclusive benefits to maximize your exposure in front of 9,000+ math education professionals. See a sample list of options below and contact us for more information.

- Opening and Closing Sessions
- Neck Wallets
- Tote Bags
- New Teacher Strand
- Annual Meeting Overview & Orientation
- NCTM Central Networking Lounge
- NCTM Bookstore
- Conference App

Advertising, Sponsorship & Exhibit Sales

Laura Gaenzle
Tel: (717) 430-2351
laura.gaenzle@theygsgroup.com

Marshall Boomer
Tel: (717) 430-2223
marshall.boomer@theygsgroup.com

Annual Meeting Program Book (Print & Online)

Ad Size	4-Color Rate	B&W Rate
Cover 4	\$4,020	---
Cover 2 or 3	\$3,644	---
Full Page	\$2,518	\$1,554
1/2 Page	\$1,967	\$981
1/4 Page	\$1,421	\$439
Tab Divider (4-Color only)	\$3,508 (one side) \$6,428 (both sides)	
One Coupon	---	\$485 each
Two+ Coupons	---	\$402 each

15% agency commissionable. Guaranteed position is 15% of total gross cost of the ad. Cover positions and tab dividers are subject to availability and a 50% non-refundable deposit to reserve space. Rate includes a Web-linked version of the ad on the NCTM website.

Program Book Dimensions

Full Page Bleed	8.5" x 11.125"
Full Page Trim	8.25" x 10.875"
Full Page Non-Bleed	7.75" x 9.75"
1/2 Vertical	3.375" x 9.875"
1/2 Horizontal	7.0" x 4.875"
1/4 Page	3.375" x 4.875"

Program Book Deadlines

Location	Space	Artwork
San Antonio	January XX	January XX

Conferences

NCTM Research Conference

Research Conference Program Book (Print & Online)

Reach up to **1,000 mathematics researchers** by advertising in the Research Conference Program. Attendees refer to this program throughout the event, using it to plan their daily conference schedule. They take it home with them afterwards as a professional development resource book. This ensures your ad maximum exposure. Remember, the Research Conference Program allows you to reach a vital, engaged audience of mathematics researchers and decision-makers—all at the same time.

Ad Size	4-Color Rate	B&W Rate
Cover 4	\$1,608	---
Cover 2 or 3	\$1,072	---
Full Page	---	\$857

15% agency commissionable. 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. Rate includes a Web-linked version of the ad on the NCTM website.

Program Book Dimensions

Full Page Bleed	8.5" x 11.125"
Full Page Trim	8.25" x 10.875"
Full Page Non-Bleed	7.75" x 9.75"

2015 NCTM RESEARCH CONFERENCE
April 13-15 • Boston

Linking Research and Practice

Join your fellow researchers at NCTM's 2015 Research Conference. With enhanced support for the promotion and tenure process, this conference will offer you opportunities to—

- Receive **feedback on your work**, and benefit from exposure to alternative points of view.
- Examine and discuss **current issues** in mathematics education.
- Capitalize on the collective wisdom available when **researchers and practitioners come together** to discuss mathematics education and research.
- Interact and network with new scholars and **veteran researchers in the field**.

Save the Date!

Learn more at www.nctm.org/meetings and follow us on [f](#) [t](#) [in](#) [yt](#) [p](#)

#NCTMRC

Program Book Deadlines

Space Reservations	January XX
Artwork Due	February XX

Conferences

NCTM Interactive Institutes

Sponsor NCTM's Interactive Institutes!

NCTM Interactive Institutes are focused professional development workshops that help math teachers transform their classrooms into an environment where students will learn how to examine, interpret, and think critically about math concepts.

Sponsor one of four upcoming events. Interactive Institutes take place during the Winter and Summer seasons.

Sponsorship Options

Premium Sponsorship—\$7,500

- Recognition at luncheon
- Opportunity to speak to all attendees
- One (1) free registration
- Full page ad in program book

Basic Sponsorship—\$5,000

- Opportunity to speak to attendees in one of four categories: a grade band or principals and school administrators
- One (1) free registration
- Full page ad in program book

Tabletop Display—\$1,500

- One (1) free registration
- Full page ad in program book

Learn more about NCTM's Interactive Institutes at www.nctm.org/institutes.



Program Book

Tab Divider—\$500 to \$750

Black and white tab dividers are \$500 for one side and \$750 for two sides. Limited availability.

Upcoming Events

Atlanta, GA

July 11-13, 2016

Engaging Students in Learning: Mathematical Practices (Grades K-8)

July 14-16, 2016

Engaging Students in Learning: Mathematical Practices (High School)

Denver, CO

July 18-20, 2016

Algebra Readiness Institute (6-8)

July 21-23, 2016

Number and Operations Institute (Pk-5)

NCTM

Terms & Conditions

These NCTM Advertising Terms and Conditions ("Terms"), together with the applicable Insertion Order ("Order"), are an agreement ("Agreement") between the advertiser/agency identified on the Order ("Customer") and NCTM ("Publisher").

PAYMENT TERMS AND CONDITIONS

Payment for all space, production and position charges are due 30 days from invoice date; a 1.5% per month finance charge will be assessed on all payments received after that time. In addition, Customer will reimburse Publisher's costs of collection, including attorneys' fees, for overdue amounts. Customers more than 60 days in arrears on any Publisher invoice must pay all outstanding invoices or, at Publisher's discretion, submit payment with copy before any current or future insertions will be accepted or run. Notwithstanding any provision in an Order or other agreement to the contrary, if Customer is an agency, both agency and principal advertiser are jointly and severally liable for all payments due hereunder. If Customer is an agency, Publisher reserves the right to notify principal advertisers regarding any overdue and unpaid invoices.

COMMISSIONS, SHORT RATES, REBATES, AND FREQUENCY DISCOUNTS

If Customer is a recognized agency, a discount of 15% of gross billings is allowed on space, color and position, provided payment is remitted within 60 days of invoice date. After 60 days, no discount shall apply to any invoice, and the gross amount (including finance charges) shall be due and payable immediately.

Customer will be short-rated if, within a 12-month period from the date of the first insertion, Customer does not use the amount of media upon which billings

have been based. Short rates will be based upon actual usage and published rates. Rate adjustments, if any, may be made by Publisher at its sole discretion. Rebates will be earned, and applied to billings, when, in a 12-month period following the first insertion, Customer runs sufficient space/media to qualify for the lower rate.

If there is a shortfall in impressions delivered online by Publisher, such shortfall can be made up, at Customer's option, in the period following the campaign. If there is less than a 10% discrepancy between Publisher and third party ad server counts, then the campaign will be considered to have been delivered in full.

Media billed at quoted rate will earn maximum discount based upon Customer's annual total spend in print, eMedia, event sponsorship and additional products as outlined at time of contract.

CANCELLATIONS AND REVISIONS

Except for permitted cancellations with timely notice; Customer is fully responsible for all media purchased pursuant to this Agreement.

Print: covers, preferred and special positions are non-cancelable. For all other positions, Orders may be cancelled without penalty by Customer only upon written notice received by Publisher prior to the issue advertising close date. If Customer gives notice after the issue advertising close date, then (i) cancellation is not permitted if materials have been received by Publisher, or (ii) if materials have not been received by Publisher, then cancellation is permitted subject to Publisher approval and Customer's payment of a \$2,000 net cancellation fee. Rate adjustments resulting from permitted cancellations, if any, will be made upon confirmation of the change

in media spend. Customer is not entitled to review or revise advertisements that are received by Publisher's production department after the issue advertising close date. If new materials or material instructions are not received by the production department by the published materials deadlines, Publisher will repeat the most recent ad materials.

Online: Online space requests are not guaranteed. Firm dates and inventory assignments are based on availability at the time the order is processed by the Publisher. Final inventory assignments are available upon request. If requested online inventory is not available, the Publisher will use good faith efforts to provide reasonable alternatives, subject to the termination rights set forth in this agreement. If Publisher does not receive online advertising materials in proper format 5 business days prior to campaign start date set forth on the Order, Publisher shall have the right, but not the obligation, without relieving customer of payment obligations under this Agreement, to replace Customer's material with either (1) an ad council PSA or (2) repeat the most recent ad materials, which replacement shall be made 5 business days after the date the Customer's creative is received in proper format by Publisher (rich media ads can take longer).

At any time prior to the serving of the first impression of the online campaign, Customer may cancel effective 30 days after Publisher's receipt of written notice, without penalty. For clarity and by way of example, if Customer cancels the campaign 15 days prior to the serving of the first impression, Customer will be responsible for the first 15 days of the campaign. Upon the serving of the first impression of the campaign, Customer may cancel the

campaign for any reason, without penalty, by providing Publisher written notice of cancellation which will be effective after the later of: (i) 30 days after serving the first impression of the campaign; or (ii) 14 days after providing Publisher with such written notice.

Exceptions: (i) E-Newsletter ads cancelled or rescheduled within 10 business days of scheduled launch date incur the full charge; (ii) Broadcast e-mail orders cancelled within 3 business days of delivery date incur the full charge; if cancelled 4 to 7 business days from delivery date, orders are invoiced 50% of the total cost; (iii) Recruitment services, ads, and ad placement fees will incur the full charge upon early contract termination.

RATE POLICY, LIABILITY LIMITATIONS, AND GENERAL PROVISIONS

By submitting an Order, Customer accepts these Terms. Orders are subject to these Terms. Publisher is not bound by any Order or other document that conflicts with these Terms, nor by any oral or written promises or representations made by its sales representatives, and no such promises or representations have been relied on by Customer in entering into this Agreement. Any discrepancy between the price and/or terms set forth on an Order and Publisher's rate schedule shall be deemed a clerical error, and Customer will be charged for all advertisements in accordance with the rate schedule then in force. Uniform rates apply to all advertisers at all times.

Submission of any advertisement constitutes Customer's representation that publication of the contents has been duly authorized. Customer (jointly and severally with principal advertiser, if the Order has been submitted by an agency) will indemnify and hold harmless Publisher,

its members, officers, employees, and agents, from and against any losses, claims, suits, actions, demands, judgments, settlements or orders, including but not limited to attorneys' fees, based on the contents of Customer's advertisement including, without limitation, allegations that such advertisements constitute libel, violation of privacy rights, plagiarism, infringement of any trademark, copyright or other intellectual property right, or caused other injury to third parties.

Publisher at its sole discretion may reject advertising for any reason including, without limitation, unsuitability for the publication. Advertising copy that may be mistaken by a reader as news or other non-advertising materials must be clearly marked "Advertisement". Publisher reserves the right to add the word "Advertisement" above or near any advertisement that in Publisher's sole judgment, too closely resembles editorial content of the publication. Advertising that elicits significant reader complaints will not be rerun until the complaints have been investigated and issues resolved.

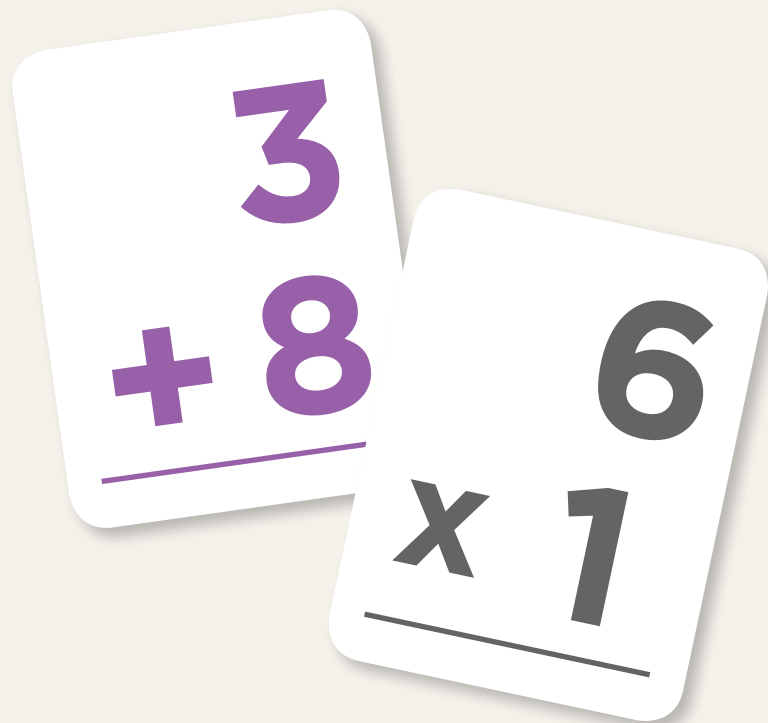
Publisher shall have no liability for (i) delays in delivery and/or non-delivery of its services, including publication of advertisements, whether or not the causes of such delays or non-delivery are within or beyond the control of Publisher, (ii) errors in key numbers, the Reader Service section, advertisers' index, or any type set, (iii) any corrections or changes made to any advertiser's materials, (iv) content errors or color variations between the digital file and the printed image if: (a) a high-end SWOP proof is not provided; (b) the file must be converted to CMYK; or (c) any of the published digital specifications are not met. Conversion to Publisher's requirements will be billed at Publisher's cost.

Publisher does not guarantee printed or electronic results. Publisher assumes no liability for ad materials beyond normal careful handling.

Customer will provide Publisher access to its third-party ad server reports prior to campaign launch if Customer chooses to serve the campaign from a third-party ad server.

Except for the indemnification obligations set forth in these Terms, (i) each of Customer's and Publisher's aggregate liability under this agreement shall be limited to the amounts paid (or payable) by Customer to Publisher under the Order, plus Publisher's costs of collection, if incurred, and (ii) neither party shall have any liability for any special, consequential, indirect, exemplary or punitive damages, regardless of whether such party has been advised of the possibility of such damages and notwithstanding any failure of essential purpose of any limited remedy.

This Agreement shall be governed by the laws of and for the Commonwealth of Virginia without regard to conflicts of laws principles. In the event of any dispute or claim arising from this Agreement, the parties hereby irrevocably submit to the exclusive jurisdiction of the federal and state courts in and for Fairfax County, Virginia, as applicable.



NCTM Sales Team

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Follow Us!



Artwork Submission

Send My Ad
theygsgroup.sendmyad.com
or TJ Creedon
thomas.creedon@theygsgroup.com

The National Council of Teachers of Mathematics (NCTM) is the public voice of mathematics education, supporting teachers to ensure equitable mathematics learning of the highest quality for all students through vision, leadership, professional development, and research. Founded in 1920, NCTM is the world's largest mathematics education organization, with 80,000 members and more than 230 Affiliates throughout the United States and Canada.