

# Conference Program Book Advertising

You have the opportunity to build visibility and traffic among influential buyers in the educational market.

## Program Book A guide and a keepsake

The Program offers great branding and merchandising potential through a variety of opportunities:

- Inside front and back cover or outside back cover—enjoy premium positioning.
- Inside page advertising—tell customers about your new products, exhibit hall activities, and special convention offers.
- Coupons—combine institutional advertising with creative merchandising.
- Distribution and Readership--all conference registrants receive a copy.
- All will use the Program to locate exhibitors and build their convention schedules.
- Most take the Program home to share with colleagues and to use as a guide throughout the school year.
- Many take action as a result of the ads.

### Specifications: Ready to print, black and white copy only

Ad Size	Height	Width	Cost
Inside Front Cover	9 ½"	7"	\$325.00
Inside Back Cover	9 ½"	7"	\$325.00
Outside Back Cover	9 ½"	7"	\$400.00
Double Center Page	9 ½"	14"	\$450.00
Full Page	9 ½"	7"	\$300.00
One-half page	4 ½"	7"	\$200.00
One-fourth page	4 ½"	3 ¼"	\$150.00

Ads must be ready to print, black and white copy. No color ads will be accepted. Photos should be 100-screen quality. Requests for ad space and ad copy, with payment in full, must be received no later than January 1, 2016. Space is available on a first-come, first-served basis, and requests will be processed in the order received. We reserve the right to refuse any advertisement.

Please make your check payable to *Nebraska State Reading Association* and send it along with your ad copy to:

Julie Agard  
University of Nebraska at Kearney  
College of Education Building, B-167  
Kearney, NE 68849

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