

**NPEA 12<sup>th</sup> Annual Conference**  
**April 15-17, 2020 – Boston, MA**  
***2020 Conference Program Ads and Marketing “Add-Ons”***

Thank you for your interest in an ad in the NPEA 2020 conference program. This is an opportunity to advertise the work of your organization/school, show your support for NPEA and for the annual conference, and share information with a national audience of education professionals.

Please adhere to the following guidelines in designing your ad. If you have any questions about your ad, please contact Karin Elliott, NPEA Executive Director, at [kelliott@tsf.org](mailto:kelliott@tsf.org) or (617) 423-6300 x. 284.

**There are two options for the artwork:**

1. You can send a fully designed ad to be placed in the program.
2. We can design an ad for you using any logos/copy you provide.

**Artwork Requirements:**

1. All logos should be supplied as high-res, 300 dpi or higher, cmyk files (preference is high-res, Illustrator eps files).
1. All photos should be supplied as high-res, cmyk, 300 dpi or higher.
2. If you plan to send ad files, files should be high-res cmyk pdf files to size with crop marks.

**Ad Sizes:**

- Quarter page ad: 3.75 x 5” (\$350)
- Half page ad: 7.5 x 5” (\$450)
- Full page ad: 7.5 x 10” (\$700)
- Inside front cover: 7.5 x 10” (\$1,200)
- Inside back cover: 7.5 x 10” (\$1,200)
- Outside back cover: 7.5 x 10” (\$1,500)

**Program Ad Deadlines:**

- If you plan to have our designer make the ad for you, all ad files must be received by **February 7, 2020**.
- If you plan to send a print-ready program ad, files must be received by **February 14, 2020**.
- All ads and ad files should be submitted by email to both Carrie Tate at [ctate@tsf.org](mailto:ctate@tsf.org) and Karin Elliott at [kelliott@tsf.org](mailto:kelliott@tsf.org).

**Please note:** *If you do not meet these deadlines, we cannot guarantee your ad will be included in the program.*

**Marketing “Add-Ons”** – please contact Carrie Tate at [ctate@tsf.org](mailto:ctate@tsf.org) if you are interested one of these options. All fees noted below are in addition to the cost of the program ad.

- For an additional \$50, your ad can be featured in our conference PowerPoint, which runs throughout the conference in the general ballroom during meals and directly preceding each keynote address.
- For an additional \$150, NPEA will include your ad in our spring e-newsletter (prior to the conference), reaching more than 3,500 educators, as well as in our conference PowerPoint.
- For an additional \$350, NPEA will send a dedicated marketing email with your ad and any related accompanying messaging (word limits and guidelines apply) to our membership and conference e-lists, as well as in our conference PowerPoint.