

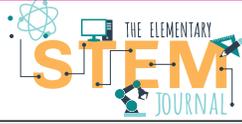
2020-21

# Advertising Application and Contract



1. Technology and Engineering Teacher
2. The Elementary STEM Journal
3. Advance Conference Program
4. Final Conference Program

technology and  
engineering  
TEACHER



## Questions?

Contact [membership.sales@iteea.org](mailto:membership.sales@iteea.org).  
Or call 703-860-2100.



**1. Technology and Engineering Teacher (TET)**  
TET is a useful, highly regarded tool for technology and engineering education—for elementary through high school teachers, university students, teacher educators, and administrators.

**2. The Elementary STEM Journal (ESJ)**  
*The Elementary STEM Journal* is the only peer-reviewed magazine devoted exclusively to elementary school technology and engineering education.

| Issue                |                          | Cost (rates on page 2) |
|----------------------|--------------------------|------------------------|
| TET September        | <input type="checkbox"/> | \$ _____               |
| ESJ September        | <input type="checkbox"/> | \$ _____               |
| TET October          | <input type="checkbox"/> | \$ _____               |
| TET November         | <input type="checkbox"/> | \$ _____               |
| TET December/January | <input type="checkbox"/> | \$ _____               |
| ESJ December         | <input type="checkbox"/> | \$ _____               |
| TET February         | <input type="checkbox"/> | \$ _____               |
| TET March            | <input type="checkbox"/> | \$ _____               |
| ESJ March            | <input type="checkbox"/> | \$ _____               |
| TET April            | <input type="checkbox"/> | \$ _____               |
| TET May/June         | <input type="checkbox"/> | \$ _____               |
| ESJ May              | <input type="checkbox"/> | \$ _____               |

**A. TET and ESJ SUBTOTAL** \$ \_\_\_\_\_

**Frequency:**  12x  8x  4x  2x  1x  
**Ad Size:**  Full Page  1/2 Horizontal  1/4 Square  
**Covers:**  Cover 2 (Inside Front Page)  Cover 3 (Inside Back Page)  Cover 4 (Back Cover)



The ITEEA annual conference and exhibition is the premier event that convenes the leaders of the technology and engineering educators' community—the industry's largest group of influential staffing professionals—all in one place, at one time. Don't miss this year's show.

**1. Advance Conference Program**  
60,000+ circulation

**2. Final Conference Program**

| Issue                      |                          | Cost (rates on back) |
|----------------------------|--------------------------|----------------------|
| Advance Conference Program | <input type="checkbox"/> | \$ _____             |
| Final Conference Program   | <input type="checkbox"/> | \$ _____             |

**B. Annual Meeting Programs SUBTOTAL** \$ \_\_\_\_\_

**Ad Size:**  Full Page  1/2 Horizontal  
**Covers:**  Cover 2  Cover 3  Cover 4

Company name \_\_\_\_\_

Company contact \_\_\_\_\_

Address \_\_\_\_\_

City / State / ZIP code + 4 \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

If agency, name of advertiser \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Signature affirms authorization to bind company (and, if agency, the advertiser), and agreement to abide by the terms and conditions of this contract and that this contract prevails in the event any associated insertion orders or material instructions conflict with provisions of this contract.

Technology and Engineering Teacher \$ \_\_\_\_\_

The Elementary STEM Journal \$ \_\_\_\_\_

B. Annual Meeting Program insertions \$ \_\_\_\_\_

**Discount** \$ \_\_\_\_\_

**Grand Total (for all insertions):** \$ \_\_\_\_\_

- Check enclosed (payable to ITEEA)
- Charge total to credit card:
  - American Express  Discover  MasterCard  Visa
- Charge \$ \_\_\_\_\_ to credit card per insertion for \_\_\_\_\_ (enter number) insertions

Card number \_\_\_\_\_ Expiration \_\_\_\_\_

Cardholder name \_\_\_\_\_

Billing Address \_\_\_\_\_

City / State / Zip code + 4 \_\_\_\_\_

Phone \_\_\_\_\_

Cardholder Signature \_\_\_\_\_ Date \_\_\_\_\_

Credit card information furnished to ITEEA will be used only as necessary to process payment and will not be stored or shared with any other party except as may be required by law. All sales are final.

**Return Copy of Completed Application with Payment to: International Technology and Engineering Educators Association**

1914 Association Drive, Suite 201, Reston, VA 20191 • Click [here](#) to submit form via email.  
 Questions? Contact [membership.sales@iteea.org](mailto:membership.sales@iteea.org) • 703-860-2100 • 703-860-0353 fax • [www.iteea.org](http://www.iteea.org)



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## TET and ESJ RATES PER ISSUE

| SIZE/FREQUENCY | 12x     | 8x      | 4x      | 2x      | 1x      |
|----------------|---------|---------|---------|---------|---------|
| Full page      | \$1,200 | \$1,350 | \$1,475 | \$1,600 | \$2,000 |
| 1/2 Horizontal | \$750   | \$900   | \$1,000 | \$1,125 | \$1,250 |
| 1/4 Square     | \$300   | \$450   | \$500   | \$550   | \$600   |
| 2-Page Spread  | \$1,825 | \$2,850 | \$2,400 | \$2,550 | \$2,700 |
| Cover 2 or 3   | \$1,500 | \$1,850 | \$2,090 | \$2,200 | \$2,325 |
| Cover 4        | \$1,625 | \$1,850 | \$2,200 | \$2,350 | \$2,500 |

## Annual Meeting 2021 Programs RATES PER ISSUE

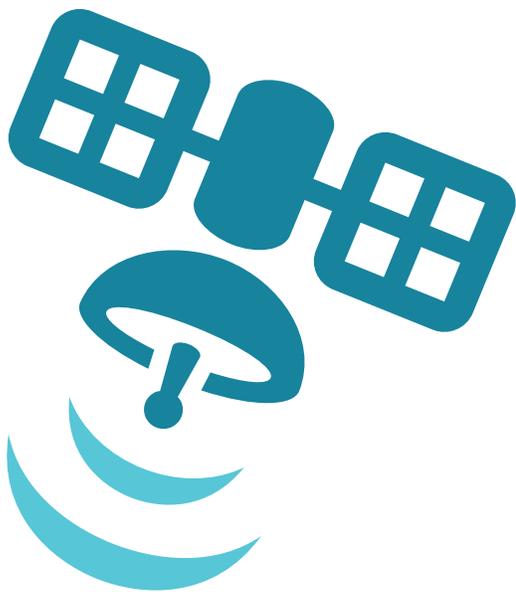
| SIZE           | RATES   |
|----------------|---------|
| Full page      | \$600   |
| 1/2 Horizontal | \$400   |
| Cover 2 or 3   | \$1,000 |
| Cover 4        | \$1,200 |

Rates shown above are member rates, and apply only if membership is maintained for the duration of the contract. Nonmembers add 50% to all rates.

## Ad Specifications

Same ad specifications for all publications.

| AD SIZE                        | WIDTH | HEIGHT |
|--------------------------------|-------|--------|
| Full Page (Bleed)              | 8.75" | 11.25" |
| Full Page (No Bleed)           | 7.5"  | 10"    |
| 1/2 Page Horizontal (Bleed)    | 8.75" | 5.5"   |
| 1/2 Page Horizontal (No Bleed) | 7.25" | 4.625" |
| 1/4 Square (No Bleed)          | 3.5"  | 4.625" |



## TERMS AND CONDITIONS

### DEADLINES

**Technology and Engineering Teacher** and **The Elementary STEM Journal** — A completed contract must be received 45 days prior to the month of the selected issue for each advertiser. Artwork is then due 30 days before the month of the issue.

**Advance Program** – Reservation due Aug. 1, 2020. Artwork is due by August 15, 2020.

**Final Program** – Reservation due January 1, 2021. Artwork is due by January 15, 2021.

### ARTWORK SUBMISSION

Artwork may be emailed directly to [rejiba@iteea.org](mailto:rejiba@iteea.org).

### PAYMENT POLICY

Rates quoted are per insertion. Rates are net. Except by special advance arrangements, all contracts submitted to reserve ad space are subject to the rates of the advertising (school) year in which ad is published. Ad reservations overlapping two calendar years will be billed at the ad rate of the published year, with frequency discounts honored. All 1x and 2x ad placements require full payment at time of order. All 3x ad reservations require full payment for first insertion at time of order, and subsequent insertions will be billed to credit card provided on contract at closing date for reserved issue. All 8x, and 12x ad reservations also require full payment for first insertion at time of order, and subsequent insertions will be billed to credit card provided on contract at closing date for reserved issue. A 15% discount is available to authorized agencies (see Agencies below); discount not available where agency and advertiser have common ownership. Nonmembers add 50% to all rates. Member rates apply only if membership is maintained for the duration of this contract. All sales are final, and no cancellations will be accepted.

### GENERAL INFORMATION

All advertising material is subject to approval. ITEEA reserves the right to determine the suitability of all ads submitted for publication or distribution, and to reject ads that do not meet its editorial or production criteria. ITEEA prohibits advertising, exhibiting, and marketing to staffing firms' regular employees for the explicit purpose of recruiting and soliciting such employees for employment or entrepreneurial opportunities, including but not limited to franchising opportunities. ITEEA reserves the right to determine the suitability of all advertisements, exhibits, and other forms of marketing and solicitations, and, in its sole judgment, may approve, reject, or revoke such for any reason.

- Agencies.** ITEEA accepts the advertising placed by agencies on behalf of their clients under the rules of agency as defined in the Uniform Commercial Code; therefore, all costs and liabilities associated with the placement of such advertising are the responsibility of the company for which such advertising space was ordered. A 15% discount is available to authorized agencies with prepayment. However, discounts are not available where agency and advertiser have common ownership. Failure on the part of an advertising agency to pay for space ordered does not release the client company from obligation to pay for all costs contracted on its behalf.
- Materials and Regulations.** Artwork must arrive by specified closing dates. ITEEA, or contracted printers, will not edit, design, or alter any advertiser-submitted ad. Ads must be resubmitted by artwork deadline for advertisers to alter ads in any manner. If advertiser fails to provide required material to meet deadline of issue in which space has been ordered, the last published advertisement available will be repeated. If no advertisement is available, the advertiser will be billed for the space reserved. Each advertiser or agency will receive two copies of the current issue. The words "advertisement" or "special advertising section" will be placed with ads that, in the publisher's opinion, resemble editorial matter. ITEEA is not responsible for shifts in color due to differences between the file and the proof. ITEEA reserves the right to reject improperly prepared materials.
- Basic Formatting and Specifications.** Artwork should be submitted as high-resolution, press-optimized PDF files, with all fonts and images embedded. Allow 1/8" bleed on all sides of full-page bleeds; crop marks should be included outside of ad area (set off at 1/8"). For partial-page ads, do not submit ads with bleed or crop marks (sizes must measure specified live area). Files need to be colored using a 4-color build. Photos need to be CMYK (not RGB) and at least 300dpi. Acceptable image file formats are: JPG, TIF, PNG, EPS, PSD, or PDF, in CMYK or Grayscale mode – 300 dpi preferred on raster files. Include all screen and printer fonts (fonts need to be embedded). Line art should be saved as vector-based EPS or minimum 800 ppi bitmap mode TIF.

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