



2018 INTEGRATED MEDIA KIT

Print, Digital & Event Opportunities





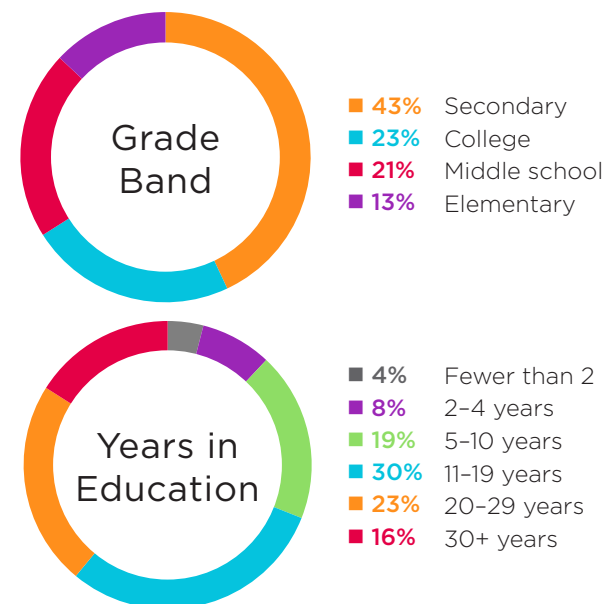
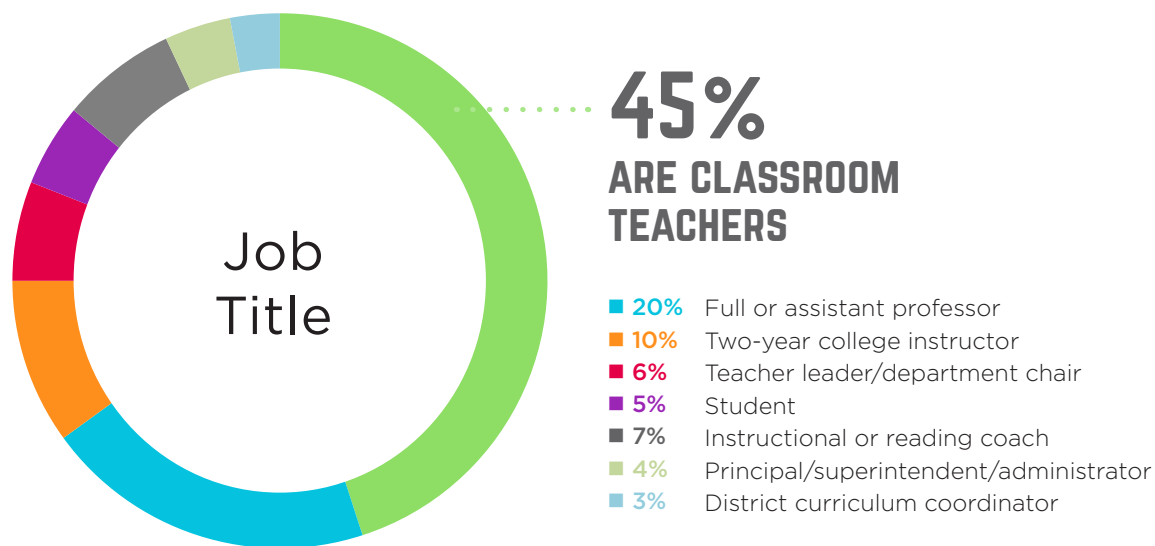
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ABOUT NCTE

The National Council of Teachers of English is the nation's leading literacy organization, comprising more than 25,000 influential educators ranging from preK through post-graduate and beyond. NCTE's members direct and shape preK-16 English language arts programs in schools, districts, colleges, states, and more. By advertising with NCTE, you build relationships with and impact English language arts teachers, department chairs, instructional coaches, professors, adjunct faculty, writing program administrators, and more.

WHO ARE NCTE MEMBERS?



Source: NCTE Readership Study

PRINT OPPORTUNITIES

THE COUNCIL CHRONICLE

When you want to make a powerful impact on literacy leaders and educators across the preK-16 market, advertise in NCTE's membership magazine, *The Council Chronicle*. Published quarterly, *The Council Chronicle* delivers articles about issues and trends in the English language arts, interviews with prominent literacy leaders, as well as practical tips and resources that teachers can put to use right away in the classroom.



Circulation: 24,700

Published: Mar, Jun, Sep, and Dec

Tip: September is the Annual Convention Preview and one of our most popular issues. Reserve your space by July 1!

NCTE JOURNALS

NCTE's peer-reviewed journals offer the latest in research, classroom strategies, and fresh ideas for educators at all levels. Journals are available in paper and online, along with an extensive archive of past issues. Choose one or more journals to target the grade bands you want to reach.

Elementary	Months of Issue
<i>Language Arts</i>	Jan, Mar, May, Jul, Sep, Nov
<i>Talking Points</i>	May, Oct
Middle School/Junior High	Months of Issue
<i>Voices from the Middle</i>	Mar, May, Sep, Dec
<i>The ALAN Review</i>	Mar, Jun, Oct
Secondary	Months of Issue
<i>English Journal</i>	Jan, Mar, May, July, Sep, Nov
<i>English Leadership Quarterly</i> (online only)	Feb, Apr, Aug, Oct
College	Months of Issue
<i>College Composition and Communication</i>	Feb, Jun, Sep, Dec
<i>College English</i>	Jan, Mar, May, Jul, Sep, Nov
<i>Research in the Teaching of English</i>	Feb, May, Aug, Nov
<i>Teaching English in the Two-Year College</i>	Mar, May, Sep, Dec
<i>English Education</i>	Jan, Apr, Jul, Oct

THE COUNCIL CHRONICLE

AD RATES

Ad Unit	Four Color		Black & White	
	1x	3x	1x	3x
Full Page	\$2,750	\$2,500	\$2,140	\$2,065
1/2 Page	\$2,040	\$1,715	\$1,630	\$1,430
1/4 Page	--	--	\$995	\$850
Cover 2	\$3,060	\$2,860	--	--
Cover 3	\$3,060	\$2,860	--	--
Cover 4	\$3,265	\$3,065	--	--

No agency commission. Ads are also included in the online PDF version available to subscribers on NCTE.org.

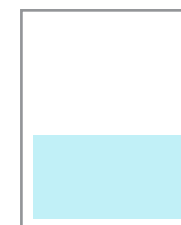
Increase your exposure when you advertise in the respective eJournal Announcement. Rates start at just \$200. See page 15 for more information and reserve your space today!

AD SPECIFICATIONS



FULL PAGE

Trim Size: 8.25" x 10.875"
Live Area: 7" x 10"
Bleed Size: 9.25" x 11.5"



1/2 PAGE HORIZONTAL

7" x 4.875"



1/2 PAGE VERTICAL

3" x 9.125"



1/4 PAGE

3" x 4.875"

Advertising Deadlines

- Space: 15th of the month, two months prior to publication*
- Materials: 1st of the month, one month prior to publication*

** Except for the September Annual Convention Preview issue which closes July 1 with artwork due July 15.*

Ad Submission

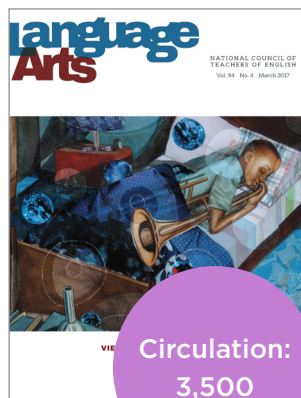
Email press-ready PDF to Elizabeth Ferry at eferry@townsend-group.com.

NCTE JOURNALS

ELEMENTARY LEVEL

LANGUAGE ARTS

Language Arts provides a forum for discussions on all aspects of language arts learning and teaching, primarily as they relate to children in preK through the eighth grade. Issues discuss both theory and classroom practice, highlight current research, and review children's and young adolescent literature, as well as issues of interest to language arts educators.



TALKING POINTS

Talking Points is published by the Whole Language Umbrella (WLU), a conference of NCTE. *Talking Points* helps promote literacy research and the use of whole language instruction in classrooms. It provides a forum for parents, classroom teachers, and researchers to reflect on literacy and learning.



Editorial Calendar

January 2018	It's Primary: Literacy Learning in the Early Years
March 2018	Reimagining Writers and Writing
May 2018	Changes in Children's Literature
July 2018	Viewpoints and Visions
September 2018	Youth Culture(s) and Childhood
November 2018	Viewpoints and Visions

Editorial Calendar

May 2018	Teaching Literacy as a Tool for Social Action
October 2018	Thinking through Technology Use in Classroom Inquiries

Increase your exposure when you advertise in the respective eJournal Announcement. Rates start at just \$200. See page 15 for more information and reserve your space today!

NCTE JOURNALS

ELEMENTARY LEVEL

LANGUAGE ARTS AD RATES

Ad Unit	Four Color			Black & White		
	1x	3x	6x	1x	3x	6x
Full Page	\$1,840	\$1,690	\$1,540	\$1,220	\$1,190	\$1,160
1/2 Page	\$1,220	\$1,190	\$1,160	\$920	\$890	\$860
Cover 2	\$2,240	\$2,040	\$1,840	\$1,430	\$1,400	\$1,370
Cover 3	\$2,240	\$2,040	\$1,840	\$1,430	\$1,400	\$1,370
Cover 4	\$2,450	\$2,250	\$2,050	--	--	--

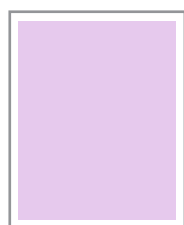
No agency commission. Ads are also included in the online PDF version available to subscribers on NCTE.org.

TALKING POINTS AD RATES

Ad Unit	Black & White	
	1x	
Full Page	\$510	
1/2 Page	\$365	

No agency commission. Ads are also included in the online PDF version available to subscribers on NCTE.org.

AD SPECIFICATIONS



FULL PAGE

Trim Size: 8.25" x 10.875"
Live Area: 7" x 10"
Bleed Size: 9.25" x 11.5"



1/2 PAGE HORIZONTAL

7" x 4.875"

Advertising Deadlines

- Space: 15th of the month, two months prior to publication
- Materials: 1st of the month, one month prior to publication

Ad Submission

Email press-ready PDF to Elizabeth Ferry at eferry@townsend-group.com.

NCTE JOURNALS

MIDDLE LEVEL

■ VOICES FROM THE MIDDLE

Published four times a year, *Voices* features original contributions by middle grades teachers, students, teacher educators, and researchers in response to specific themes. *Voices* offers innovative and practical ideas for classroom use that are rooted in current research; this is a journal for teachers, by teachers.



Circulation:
3,700

■ THE ALAN REVIEW

The ALAN Review is the publication of the Assembly on Literature for Adolescents of NCTE (ALAN). *The ALAN Review* readers influence the national discussion on young adult literature. By advertising in *The ALAN Review*, you influence teachers, authors, librarians, publishers, and teacher educators.



Circulation:
1,500

Published: Mar, Jun, and Oct

Editorial Calendar

March 2018	Urban Middle Level Education
May 2018	What's Next? Digital Tools, Social Media, and Literacy Practices
September 2018	Where "Art" Thou?
December 2018	"Novel Lessons" with YA Texts

Increase your exposure when you combine your print ad in *Voices from the Middle* with an ad in the eJournal Announcement. Rates start at just \$500. See page 15 for more information and reserve your space today!

NCTE JOURNALS

MIDDLE LEVEL

VOICES FROM THE MIDDLE AD RATES

Ad Unit	Four Color		Black & White	
	1x	4x	1x	4x
Full Page	\$1,840	\$1,540	\$1,220	\$1,160
1/2 Page	\$1,220	\$1,160	\$920	\$860
Cover 2	\$2,240	\$1,840	\$1,430	\$1,370
Cover 3	\$2,240	\$1,840	\$1,430	\$1,370
Cover 4	\$2,450	\$2,050	--	--

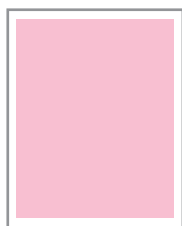
No agency commission. Ads are also included in the online PDF version available to subscribers on NCTE.org.

THE ALAN REVIEW AD RATES

Ad Unit	Black & White	
	1x	3x
Full Page	\$715	\$615
1/2 Page	\$510	\$410
Cover 2	\$765	\$645
Cover 3	\$765	\$645

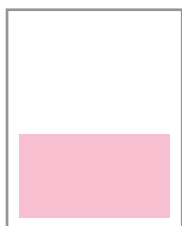
No agency commission.

AD SPECIFICATIONS



FULL PAGE

Trim Size: 8.25" x 10.875"
Live Area: 7" x 10"
Bleed Size: 9.25" x 11.5"



1/2 PAGE HORIZONTAL

7" x 4.875"

Advertising Deadlines

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- Materials: 1st of the month, one month prior to publication

Ad Submission

Email press-ready PDF to Elizabeth Ferry at eferry@townsend-group.com.

NCTE JOURNALS

SECONDARY LEVEL

ENGLISH JOURNAL

English Journal is NCTE's award-winning preeminent journal for secondary and middle school English language arts educators. Make an impact on these experienced and highly educated subscribers by promoting your educational products and services, professional development resources, and more!



Circulation:
9,500

Editorial Calendar

January 2018	Writing Is Power: Helping Students Craft Their Wor(l)ds
March 2018	The Essence of Improvement: Leadership in English Language Arts Instruction
May 2018	Embracing Enduring Tensions in English Education
July 2018	Equity and English: Constructing a Just Future
September 2018	Radical Courage
November 2018	Artifactual Inquiry

ENGLISH LEADERSHIP QUARTERLY

English Leadership Quarterly is an online-only publication of the Conference on English Leadership (CEL) and supports department chairs, K-12 supervisors, and other leaders in their role of improving the quality of English instruction. *ELQ* offers short articles on a variety of issues important to decision makers in the English language arts.



Circulation:
1,100

Editorial Calendar

February 2018	Conferring with Colleagues and Learners
April 2018	Social Emotional Learning
August 2018	Professional Development
October 2018	Student Agency

NCTE JOURNALS

SECONDARY LEVEL

ENGLISH JOURNAL AD RATES

Ad Unit	Four Color			Black & White		
	1x	3x	6x	1x	3x	6x
Full Page	\$3,060	\$2,860	\$2,660	\$2,040	\$1,840	\$1,640
1/2 Page	\$2,040	\$1,840	\$1,740	\$1,280	\$1,180	\$1,030
Cover 2	\$3,650	\$3,450	\$3,260	\$2,290	\$2,210	\$2,130
Cover 3	\$3,650	\$3,450	\$3,260	\$2,290	\$2,210	\$2,130
Cover 4	\$3,675	\$3,475	\$3,375	--	--	--

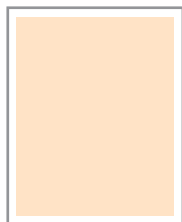
No agency commission. Ads are also included in the online PDF version available to subscribers on NCTE.org.

ENGLISH LEADERSHIP QUARTERLY AD RATES

English Leadership Quarterly is an online-only publication. See page 15 to learn how you can advertise in the eJournal Announcement.

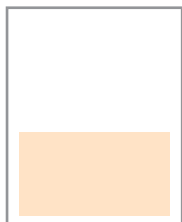
For more information, contact Liz Barrett at ebarrett@townsend-group.com or call 202-367-1231.

AD SPECIFICATIONS



FULL PAGE

Trim Size: 8.25" x 10.875"
Live Area: 7" x 10"
Bleed Size: 9.25" x 11.5"



1/2 PAGE HORIZONTAL

7" x 4.875"

Advertising Deadlines

- Space: 15th of the month, two months prior to publication
- Materials: 1st of the month, one month prior to publication

Ad Submission

Email press-ready PDF to Elizabeth Ferry at eferry@townsend-group.com.

NCTE JOURNALS

COLLEGE LEVEL

COLLEGE COMPOSITION AND COMMUNICATION Circulation: 5,200

College Composition and Communication is the journal of the Conference on College Composition and Communication (CCCC). CCC publishes research and scholarship in composition studies that support those who teach writing at the college level. Articles for CCC may stem from a number of fields and are relevant to the work of college writing teachers and responsive to recent work in composition studies.

COLLEGE ENGLISH Circulation: 3,200

College English is the professional journal for the college teacher-scholar. CE publishes articles about literature, rhetoric-composition, critical theory, creative writing theory and pedagogy, linguistics, literacy, reading theory, and professional issues related to the teaching of English. Issues may also include review essays. Contributions may work across traditional field boundaries; authors represent the full range of institutional types.

RESEARCH IN THE TEACHING OF ENGLISH Circulation: 2,200

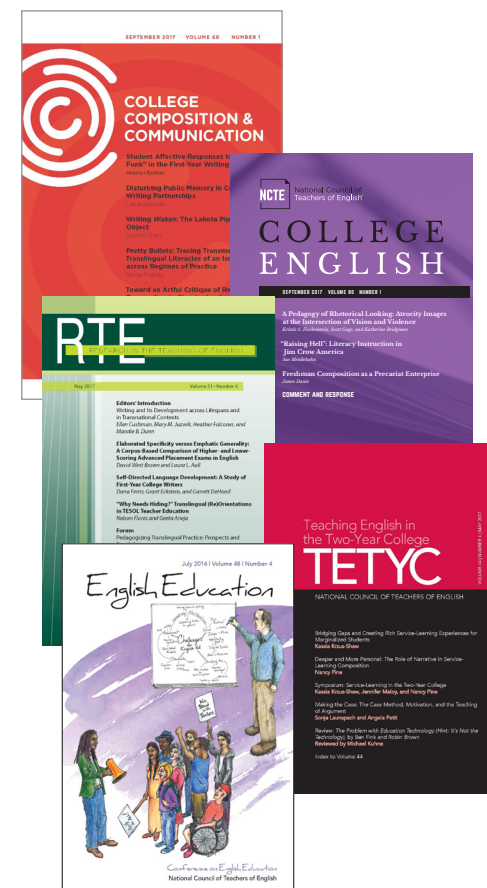
Research in the Teaching of English is a multidisciplinary journal composed of original research and scholarly essays on the relationships between language teaching and learning at all levels, preK through post-graduate. Articles reflect a variety of methodologies and address issues of pedagogical relevance related to the content, context, process, and evaluation of language learning.

TEACHING ENGLISH IN THE TWO-YEAR COLLEGE Circulation: 1,950

Teaching English in the Two-Year College, the journal of the Two-Year College English Association (TYCA), is for instructors of English in two-year colleges as well as for teachers of first- and second-year composition in four-year institutions. TETYC publishes theoretical and practical articles on composition, developmental studies, technical and business communication, literature, creative expression, language, and the profession.

ENGLISH EDUCATION Circulation: 1,300

English Education is the journal of the Conference on English Education (CEE). The journal serves teachers who are engaged in the preparation, support, and continuing education of teachers of English language arts/literacy at all levels of instruction.



Interested in the editorial line-up for a particular journal? Please contact Liz Barrett at ebarrett@townsend-group.com for more information.

NCTE JOURNALS

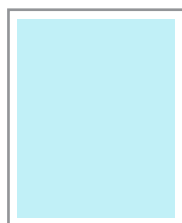
COLLEGE LEVEL

AD RATES (BLACK & WHITE ONLY)

	CCC		College English			RTE		TETYC		English Education	
Ad Unit	1x	4x	1x	3x	6x	1x	4x	1x	4x	1x	4x
Full Page	\$1,175	\$1,100	\$1,100	\$1,025	\$1,000	\$510	\$460	\$640	\$540	\$585	\$510
1/2 Page	\$900	\$850	\$830	\$780	\$730	\$385	\$335	\$510	\$410	\$435	\$385
Cover 2	\$1,390	\$1,300	\$1,310	\$1,200	\$1,100	\$615	\$555	\$765	\$665	\$705	\$615
Cover 3	\$1,390	\$1,300	\$1,310	\$1,200	\$1,100	\$615	\$555	\$765	\$665	\$705	\$615
Cover 4 (2-color)	\$1,410	\$1,320	\$1,330	\$1,220	\$1,130	\$635	\$575	\$785	\$685	--	--

No agency commission. Ads are also included in the online PDF version available to subscribers on NCTE.org.

AD SPECIFICATIONS



FULL PAGE

Trim Size: 6" x 9"
Live Area: 5" x 7.625"
Bleed Size: 6.25" x 9.25"



1/2 PAGE HORIZONTAL

5" x 3.75"

Advertising Deadlines

- Space: 15th of the month, two months prior to publication
- Materials: 1st of the month, one month prior to publication

Ad Submission

Email press-ready PDF to Elizabeth Ferry at eferry@townsend-group.com.

DIGITAL OPPORTUNITIES

NCTE INBOX

NCTE INBOX is an email collection of the most important stories in English language arts education, ideas for the classroom, and news from NCTE. INBOX mails two to three times a month to more than 116,000 subscribers.

AD RATES & SPECIFICATIONS

The best value among leading educational associations for reaching English language arts leaders:

\$700 per issue to
116,000 circulation

Ad Submission

Artwork due 7 business days prior to publication date. Please provide a 600 x 340 px TIFF or JPG file (72 dpi, 40KB max). Your ad will be downsized to 275 x 155 px. Submit file and URL to Elizabeth Ferry at eferry@townsend-group.com.

The screenshot shows the NCTE INBOX email newsletter layout. At the top is the NCTE logo and the text "National Council of Teachers of English". Below this is a section titled "Sharing Stories" with a quote from Leslie Marmon Silko: "You don't have anything if you don't have the stories." and a link to a ceremony. To the right is a red graphic that says "YOUR STORY IS OUR STORY." with the URL "village.ncte.org". Below the quote is a paragraph about summer opportunities for storytelling and a list of featured stories: "Elementary: 'Watercolor as a Form of Storytelling: An Interview with Jerry Pinkney'", "Middle: 'Hear a Story, Tell a Story, Teach a Story: Digital Narratives and Refugee Middle Schoolers'-- a podcast by Toby Emert", "Secondary: Dana Huff explores 'Telling the Story of America: Digital Storytelling Projects in American Literature'", and "College: 'Storytelling as Scholarship' by Sondra Perl, Beth Counihan, Tim McCormack, and Emily Schnee". Below this is a section titled "Field Notes from the Affiliate Leadership Meeting" with a photo of a woman speaking and a paragraph about affiliates. To the right is a photo of a woman speaking. Below this is a section titled "Affiliate Super Power" with a paragraph about NCTE's Millie Davis and a link to "Read more recent posts from the Literacy & NCTE blog". Below this is a section titled "SPONSORS" with two boxes, each containing the text "275 x 155". Below this is a section titled "New Books!" with two book covers: "Community Literacies on Confinanza" by Steven Alvarez and "Beyond 'Teaching to the Test'" by Betsy Gilliland and Shannon Pella. To the right of the book covers is a paragraph about after-school programs focused on English learners.

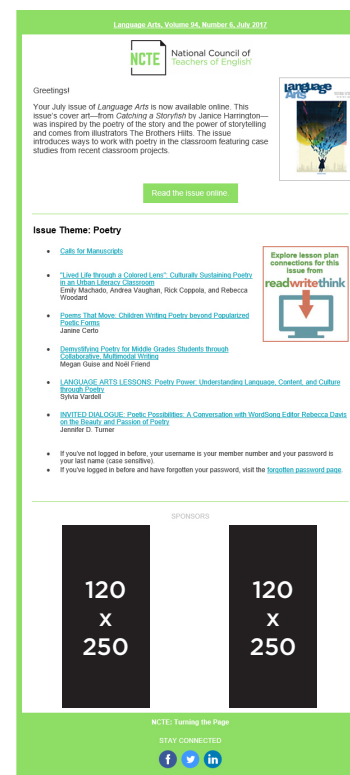
DIGITAL OPPORTUNITIES

EJOURNAL ANNOUNCEMENTS

Connect with your target market—elementary, middle, secondary, or college educators—by advertising in any or all of the eJournal Announcements. Journal subscribers value the cutting-edge content found in every issue and look forward to receiving this email notice in their inbox.

AD RATES & SPECIFICATIONS

eJournal Announcement	Months of Issue	Circulation	Rate
<i>The Council Chronicle</i>	Mar, June, Sep, Dec	21,000	\$600
<i>Language Arts</i>	Jan, Mar, May, Jul, Sep, Nov	2,000	\$500
<i>Talking Points</i>	May, Oct	560	\$200
<i>Voices from the Middle</i>	Mar, May, Sep, Dec	3,000	\$500
<i>English Journal</i>	Jan, Mar, May, July, Sep, Nov	6,800	\$600
<i>English Leadership Quarterly</i>	Feb, Apr, Aug, Oct	900	\$300
<i>College Composition and Communication</i>	Feb, Jun, Sep, Dec	4,100	\$500
<i>College English</i>	Jan, Mar, May, Jul, Sep, Nov	1,800	\$500
<i>Research in the Teaching of English</i>	Feb, May, Aug, Nov	1,300	\$300
<i>Teaching English in the Two-Year College</i>	Mar, May, Sep, Dec	1,350	\$300
<i>English Education</i>	Jan, Apr, Jul, Oct	800	\$300



Ad Submission

Artwork due 7 business days prior to publication date. Email 600 x 340 px TIFF or JPG file (72 dpi, 40KB max) and URL to Elizabeth Ferry at eferry@townsend-group.com. (Your ad will be downsized to 275 x 155 px.)

EVENT OPPORTUNITIES

■ CCCC ANNUAL CONVENTION

March 14-17, 2018
Kansas City, MO
Kansas City Convention
Center and Kansas City
Marriott Downtown

www.ncte.org/cccc/conv



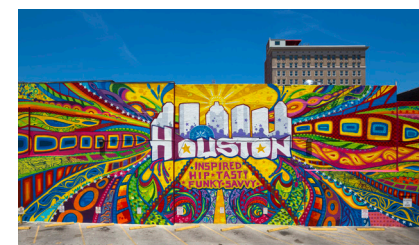
Since 1949, the Conference on College Composition and Communication (CCCC) has been the world's largest professional organization for researching and teaching composition, from writing to new media.

Join us in Kansas City and take advantage of the opportunities to interact with more than 3,500 college-level educators focused on teaching writing. Attendees are two-year and four-year college-level faculty members interested in discussing and sharing research with colleagues from across the nation, learning the latest methods in teaching composition across the levels, and meeting and learning from people with similar interests.

■ NCTE ANNUAL CONVENTION

November 15-18, 2018
Houston, TX
George R. Brown
Convention Center

www.ncte.org/annual



Join us in Houston as we bring together more than 7,200 literacy educators from across the preK to 16 grade bands for our 108th Annual Convention. NCTE convention attendees are facilitators of change in their schools, districts, and affiliates. They also lead and collaborate on purchasing decisions that direct the teaching of English language arts.

Exhibit, sponsor, and advertise with NCTE's annual events today. Contact Liz Barrett at ebarrett@townsend-group.com or 202-367-1231 for more information.

CCCC ANNUAL CONVENTION

QUICK FACTS

3,500 attendees

including professors, deans, department heads, instructors, teacher educators, adjunct/part-time faculty, classroom ELA teachers, and students

1,200 institutions

of higher education represented



EXHIBIT BOOTH RATES

Booth Type	Rate
10' x 10' Inline	\$1,260
10' x 10' Corner	\$1,365

Exhibitor Benefits

Each 10' x 10' booth includes four (4) full registrations, draped back and side walls, one (1) ID sign, and a listing in the Convention Program (deadline Jan. 6).

PROGRAM AD RATES

Black & White Only	Size	Rate*
Cover 4 (Full color)	5" x 7.625"	\$1,470
Cover 2 or 3	5" x 7.625"	\$1,260
Full Page	5" x 7.625"	\$1,050
1/2 Page	5" x 3.75"	\$840

Trim Size: 6" x 9" | Bleed Size: 6.25" x 9.25" | * No agency commission

Advertising Deadlines

Space: January 22 | Art: January 26

Ad Submission

Email press-ready PDF to Elizabeth Ferry at eferry@townsend-group.com.

SPONSORSHIPS

For a full menu of sponsorship options, please contact Liz Barrett at ebarrett@townsend-group.com or 202-367-1231.

NCTE ANNUAL CONVENTION

QUICK FACTS

7,200 attendees

including classroom teachers from all grade bands, literacy and reading coaches, department chairs, teacher educators, professors, and students

Grade Band

- **12%** Elementary
- **24%** Middle School
- **40%** Secondary
- **24%** College

EXHIBIT BOOTH RATES

Booth Type	Rate
10' x 10' Inline	\$1,575
10' x 10' Corner	\$1,680

Exhibitor Benefits

Each 10' x 10' booth includes four (4) full registrations, draped back and side walls, one (1) ID sign, and a listing on NCTE.org and in the Convention Program.

PROGRAM AD RATES

4-Color Only	Size	Rate*
Cover 2, 3, or 4	7" x 10"	\$2,625
Full Page	7" x 10"	\$1,575
1/2 Page	7 x 4.875"	\$1,050

Trim Size: 8.25" x 10.875" | Bleed Size: 9" x 11.5" | * No agency commission

Advertising Deadlines

Space: September 15 | Art: September 22

Ad Submission

Email press-ready PDF to Elizabeth Ferry at eferry@townsend-group.com.

EMAIL BLASTS

Advertise in the official NCTE email to registrants! Only \$315 per ad (600 x 340, downsized to 275 x 155; two ads per email).

EXHIBITOR SESSIONS

Reserve a 75-minute time slot to showcase your products and services to an intimate audience of attendees. Limited availability!

SPONSORSHIPS

Contact Liz Barrett at 202-367-1231 or ebarrett@townsend-group.com for more information.

MAILING LIST RENTAL

Reach English language arts educators with a brochure, flier, postcard, or other print piece when you rent an NCTE mailing list of members, convention attendees, and more.

■ CHOOSE A TARGET SEGMENT OR EVENT

School Level

- Elementary
- Middle School
- Secondary
- College
- Student

Job Function

- Classroom Teachers
- Teacher Educators
- K-12 Supervisors
- Administrators
- And Many More!

Journal Subscribers

There are 10 preK-16 journals to choose from. See page 4 for details and order your lists today!

Issue/Topic

- Digital Literacies
- Common Core
- Adolescent Literacy
- Writing
- And Many More!

\$145/M

1,000 name minimum
unless prearranged

Event

- NCTE Annual Convention
- CCCC Annual Convention

\$155/M

pre- and post-
convention mailing lists

\$300/M

pre- and post-
convention email lists



■ FORMAT & POLICY

Mailing and email lists are provided in electronic format. Rate does not include a \$50 processing fee. One-time use only. Mailing item and email are subject to NCTE approval. Contact Liz Barrett at ebarrett@townsend-group.com or 202-367-1231 for more information.

CONTACT US

NCTE
ncte.org

Exhibit, Sponsorship & Ad Sales
Liz Barrett
National Sales Manager
Phone: 202-367-1231
ebarrett@townsend-group.com

Production Contact
Elizabeth Ferry
Account Coordinator
Phone: 202-367-2495
eferry@townsend-group.com