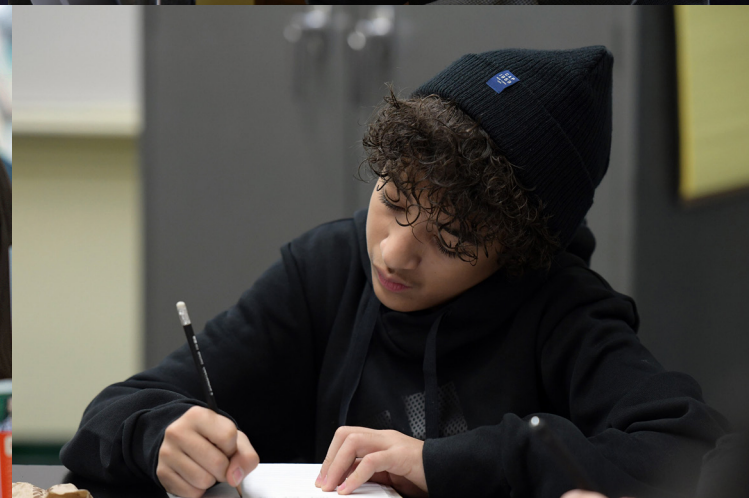




2019 INTEGRATED MEDIA KIT

Print, Digital & Event Opportunities





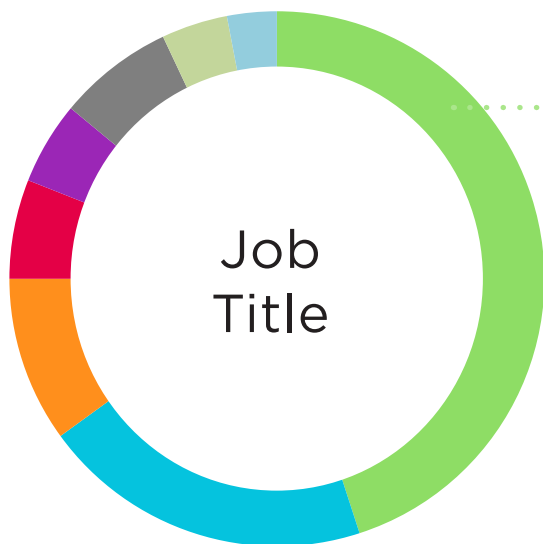
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ABOUT NCTE

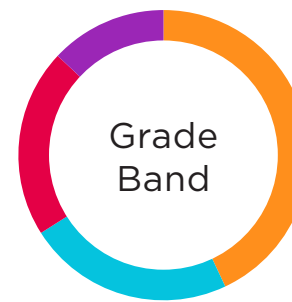
The National Council of Teachers of English is the nation's leading literacy organization, comprising more than 25,000 influential educators ranging from preK through post-graduate and beyond. NCTE's members represent the influencers of the profession. Because of the reputation they have helped to build for the organization, we also have several opportunities throughout the year to reach hundreds of thousands of teachers who engage with our content and recognize our brand as a trusted authority in the literacy education space.

WHO ARE NCTE MEMBERS?



45%
**ARE CLASSROOM
TEACHERS**

- 20% Full or assistant professor
- 10% Two-year college instructor
- 7% Instructional or reading coach
- 6% Teacher leader/department chair
- 5% Student
- 4% Principal/superintendent/administrator
- 3% District curriculum coordinator



- 43% Secondary
- 23% College
- 21% Middle school
- 13% Elementary



- 30% 11-19 years
- 23% 20-29 years
- 19% 5-10 years
- 16% 30+ years
- 8% 2-4 years
- 4% Fewer than 2

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: 23,375

Published: Mar, Jun, Sep, and Dec

Tip: June is the Annual Convention Preview and one of our most popular issues. Reserve your space by April 15!

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.

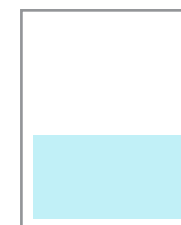
Increase your exposure when you advertise in the respective eJournal Announcement. Rates start at just \$200. See page 15 for more information and reserve your space today!

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*

Ad Submission

Email press-ready PDF to Hanna Vedder at hvedder@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.



Circulation:
3,500

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.



Circulation:
850

Editorial Calendar

January 2019	Life Lessons: Autobiographies, Biographies, and Memoirs
March 2019	Language Learning and Linguistic Diversity
May 2019	Critical Literacies
July 2019	Viewpoints and Visions
September 2019	Engaging Families in Language Arts Learning
November 2019	Viewpoints and Visions

Editorial Calendar

May 2019	Progressive Whole Language Teaching Today
October 2019	Powerful Whole Language Pedagogies

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	--	--	--

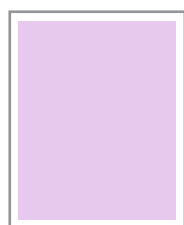
No agency commission. Ads are also included in the online PDF version available to subscribers on NCTE.org.

TALKING POINTS AD RATES

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

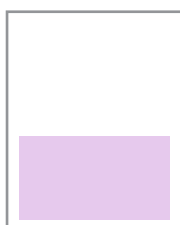
No agency commission. Ads are also included in the online PDF version available to subscribers on NCTE.org.

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 Hanna Vedder at hvedder@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:
3,600

■ 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 2019	Asking Real Questions
May 2019	What's Next in Teaching Writing?
September 2019	Dear Teacher
December 2019	Engaging in Our Communities

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	--	--

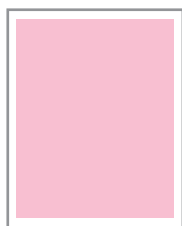
No agency commission. Ads are also included in the online PDF version available to subscribers on NCTE.org.

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

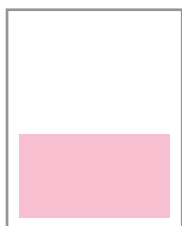
No agency commission.

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"

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

Ad Submission

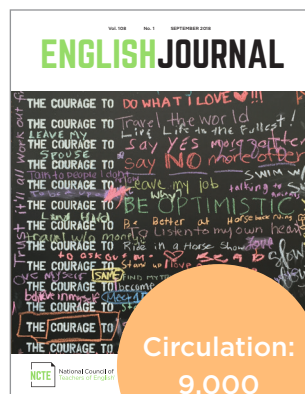
Email press-ready PDF to Hanna Vedder at hvedder@townsend-group.com.

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:
9,000

Editorial Calendar

January 2019	Biography as Curriculum
March 2019	Exploring Color Hierarchies
May 2019	Fakery vs. Fact
July 2019	TBD
September 2019	Creating Community
November 2019	Reading Conversations

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:
1,300

Editorial Calendar

February 2019	Sustaining Teaching and Leadership
April 2019	Mixed Reality and Learning
August 2019	Reimagining Writing Instruction
October 2019	21st-Century Canon

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	--	--	--

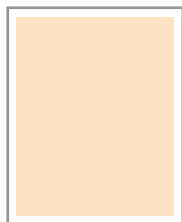
No agency commission. Ads are also included in the online PDF version available to subscribers on NCTE.org.

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.

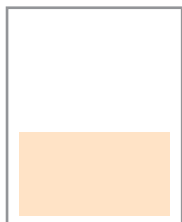
For more information, contact Liz Barrett at ebarrett@townsend-group.com or call 202-367-1231.

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 Hanna Vedder at hvedder@townsend-group.com.

NCTE JOURNALS

COLLEGE LEVEL

COLLEGE COMPOSITION AND COMMUNICATION Circulation: 4,900

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: 2,900

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: 1,750

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 English Language Arts Teacher (ELATE). 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

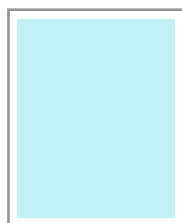
COLLEGE LEVEL

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 Hanna Vedder at hvedder@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 Hanna Vedder at hvedder@townsend-group.com.



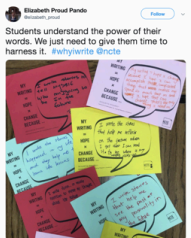
10 Years of #WhyIWrite

This year's National Day on Writing celebration was special in so many ways—we celebrated the 10-year anniversary of the Day, held a national write-in with Jacqueline Woodson, witnessed thousands of writing celebrations in classrooms and communities across the country, and enjoyed tens of thousands of messages using #WhyIWrite.

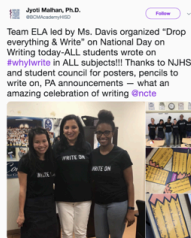
All told, this year's National Day on Writing had the following impact:

- The #WhyIWrite hashtag was used 49,129 times on Twitter and trended the entire day.
- 19,747 original tweets
- 26,446 retweets of those tweets
- This led to an estimated reach of 124 million people.

Below we've shared just a few of the wonderful celebrations we witnessed over the weekend. You can find many more highlights in [this recap](#).



Students understand the power of their words. We just need to give them time to harness it. #whyIwrite [@ncte](#)



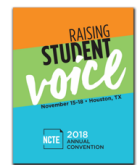
Team ELA led by Ms. Davis organized "Drop everything & Write" on National Day on Writing today—ALL students wrote on #whyIwrite in ALL subjects!! Thanks to NJHS and student council for posters, pencils to write on, PA announcements — what an amazing celebration of writing @ncte

SPONSORS

275 x 155

275 x 155

NCTE News



2018 Annual Convention Program Now Available

This year's Annual Convention is going to be amazing. Get all of the details and start making your #NCTE18 plans using the online searchable program —available now. Stay tuned later this week when the app will be launching as well!

[Check it out](#)

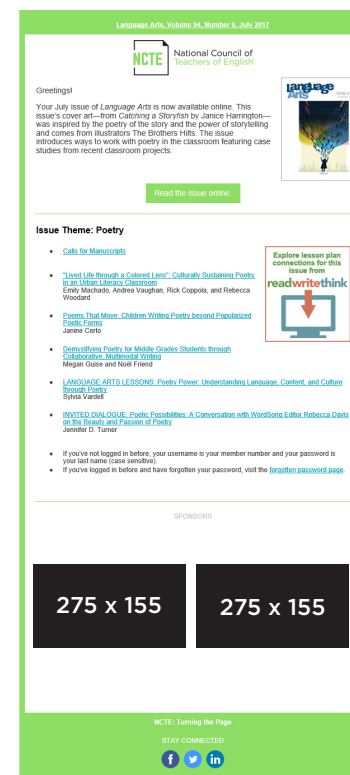
DIGITAL OPPORTUNITIES

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	23,375	\$600
<i>Language Arts</i>	Jan, Mar, May, Jul, Sep, Nov	3,200	\$500
<i>Talking Points</i>	May, Oct	775	\$200
<i>Voices from the Middle</i>	Mar, May, Sep, Dec	3,600	\$500
<i>English Journal</i>	Jan, Mar, May, July, Sep, Nov	9,000	\$600
<i>English Leadership Quarterly</i>	Feb, Apr, Aug, Oct	1,300	\$300
<i>College Composition and Communication</i>	Feb, Jun, Sep, Dec	4,900	\$500
<i>College English</i>	Jan, Mar, May, Jul, Sep, Nov	2,900	\$500
<i>Research in the Teaching of English</i>	Feb, May, Aug, Nov	2,200	\$300
<i>Teaching English in the Two-Year College</i>	Mar, May, Sep, Dec	1,750	\$300
<i>English Education</i>	Jan, Apr, Jul, Oct	1,300	\$300



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 Hanna Vedder at hvedder@townsend-group.com.

DIGITAL OPPORTUNITIES

READWRITETHINK

ReadWriteThink is more than just a website. It's a valuable community and resource that provides millions of educators, students, parents, and afterschool professionals free access to the highest quality practices, lesson plans, videos, and activities in reading and language arts instruction.

On ReadWriteThink, your brand and message will be highly visible with prominently placed ads on every page of the website. More importantly, you'll get results—more than 12 million users visited ReadWriteThink.org last year!

AD RATES & SPECIFICATIONS

Ad Position	Ad Size	Rate*
Homepage Leaderboard	728 x 90	\$50 CPM
Interior Leaderboard	728 x 90	\$45 CPM
Interior Rectangle	250 x 250	\$40 CPM

*Minimum purchase of 25,000 impressions.

Ad Submission

Artwork due 7 business days prior to launch date. Please provide a GIF or JPG web-ready file (RGB colors, 72 dpi, 40k max). Submit file and URL to Hanna Vedder at hvedder@townsend-group.com.

728 x 90

readwritethink NCTE

CLASSROOM RESOURCES PROFESSIONAL DEVELOPMENT VIDEOS PARENT & AFTERSCHOOL RESOURCES

Search Results

SEARCH BY KEYWORD

Enter Keyword

REFINE BY

Grade Level

Resource Type

Strategy Guides

Strategy guide series

Developing Academic Vocabulary (2)

Differentiating Instruction (3)

Performing Literature to Promote Fluency and Comprehension (1)

Learning Objective

Collaboration (3)

Comprehension (1)

Critical Thinking (7)

Theme

Arts (5)

Community (2)

Science (4)

1-10 of 23 Results from ReadWriteThink

Sort by: Alphabetical

1. Professional Development | Grades K-5 | Strategy Guide
Choral Reading
During choral reading, students read together orally. Repeated, supported reading helps students read with greater expression and read unfamiliar words with greater ease.

2. Professional Development | Grades 1-3 | Strategy Guide
Depend on the Text! How to Create Text-Dependent Questions
Teachers need to create text-dependent questions to elicit close reading. When answering these questions, students learn to reread and think deeply about the text.

3. Professional Development | Grades K-12 | Strategy Guide
Exit Slips
This strategy guide introduces the concept of using Exit Slips in the classroom to help students reflect on what they have learned and express what or how they are thinking about the new information. Exit Slips easily incorporate writing into the content area classroom and require students to think critically.

4. Professional Development | Grades 1-3 | Strategy Guide
Get Close to Think Deeply: Creating Primary-Level Close Readings
Close readings allow primary students to engage with complex texts. Through repeated reading, students build a deep understanding of the text and critical thinking skills.

5. Professional Development | Grades K-3 | Strategy Guide
Guided Writing
This strategy guide explains how to use small-group, guided writing instruction to teach students effective strategies and improve their ability to produce text independently.

6. Professional Development | Grades K-5 | Strategy Guide
Implementing the Writing Process
This strategy guide explains the writing process and offers practical methods for applying it in your classroom to help students become proficient writers.

7. Professional Development | Grades K-8 | Strategy Guide
Introducing Ideas and Vocabulary with the Concept Sort
A Concept Sort is a vocabulary and comprehension strategy used with students to introduce new topics and/or familiarize students with new vocabulary.

8. Professional Development | Grades K-5 | Strategy Guide
Peer Review
This strategy guide explains how you can employ peer review in your classroom, guiding students as they offer each other constructive feedback to improve their writing and communication skills.

9. Professional Development | Grades K-5 | Strategy Guide
Performing Poetry
Performing poetry incorporates oral reading, literature, and the performing arts. This strategy can benefit content area readers, English language learners, or learners with special needs.

10. Professional Development | Grades K-5 | Strategy Guide
Persuasive Writing
This strategy guide focuses on persuasive writing and offers specific methods on how you can help your students use it to improve their critical writing and thinking skills.

250 X 250

250 X 250

EVENT OPPORTUNITIES

■ NCTE ANNUAL CONVENTION

November 21-24, 2019

Baltimore, MD

**The Baltimore
Convention Center**

convention.ncte.org



The NCTE Annual Convention is the Nation's premier gathering of literacy educators. In Baltimore we expect to draw at least 8,000 teachers, administrators, consultants, and district leaders from PreK through college.

Our presenters represent the most well-respected experts in the field, so attendees understand that coming to our Convention gives them access to the most current learning and research as well as high quality resources and opportunities for their schools.

This audience includes those with purchasing power at the school and district level as well as individual teachers who are the innovators in their buildings, eager to try and promote new things that benefit their students.

■ CCCC ANNUAL CONVENTION

March 13-16, 2019

Pittsburgh, PA

**David L. Lawrence
Convention Center**

[cccc.ncte.org/cccc/
conv](http://cccc.ncte.org/cccc/conv)



Join us in Pittsburgh and take advantage of the opportunities to interact with an estimated 3,000 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.

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

3,000+ estimated 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. 25).

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 21 | Art: January 25

Ad Submission

Email press-ready PDF to Hanna Vedder at hvedder@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

8,000 estimated attendees

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

Grade Band

- **22%** Elementary
- **19%** Middle School
- **46%** Secondary
- **13%** College

EXHIBIT BOOTH RATES

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

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

Exhibitor Benefits

Each 10' x 10' booth includes four (4) full registrations, draped back and side walls, one (1) ID sign, a listing on NCTE.org and in the Convention Program, and an opportunity to purchase four additional registrations for \$100 each.

Advertising Deadlines

Space: September 16 | Art: September 23

Ad Submission

Email press-ready PDF to Hanna Vedder at hvedder@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

Journal Subscribers

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

\$145/M

1,000 name minimum
unless prearranged

Event

- NCTE Annual Convention
- CCCC Annual Convention

\$155/M

pre-convention mailing
list (available to
exhibitors only)

\$300/M

pre-convention email
list (available to
exhibitors only)



■ 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

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