



# 2022 INTEGRATED MEDIA KIT

Print, Digital & Event Opportunities





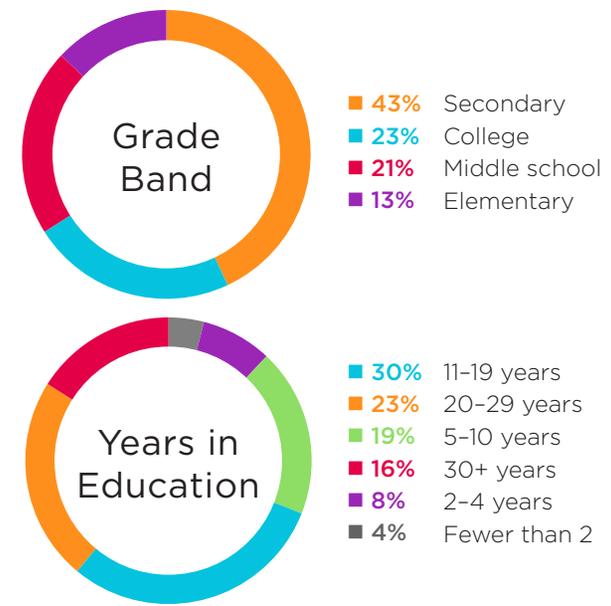
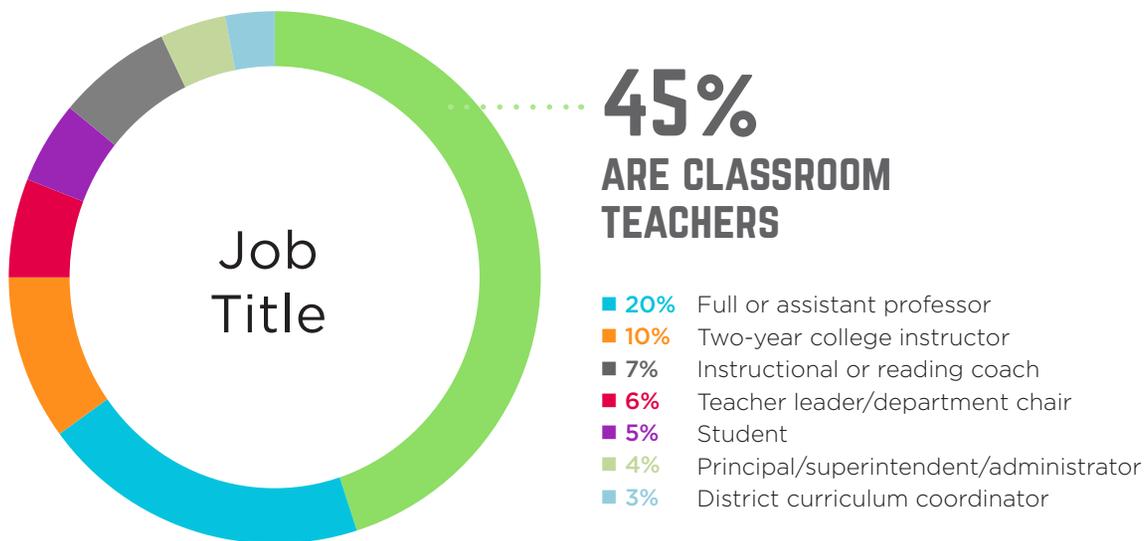
## CONTENTS

About NCTE . . . . .	3
<b>Print Opportunities</b>	
› <i>The Council Chronicle</i> . . . . .	4
› NCTE Journals . . . . .	6
<b>Digital Opportunities</b>	
› NCTE INBOX . . . . .	14
› eJournal Announcements . . . . .	15
› Sponsored Webinars . . . . .	16
› Dedicated E-blasts . . . . .	17
› ReadWriteThink . . . . .	18
<b>Event Opportunities</b>	
› CCC Annual Convention . . . . .	19
› NCTE Annual Convention . . . . .	19
<b>Mailing List Rental . . . . .</b>	<b>22</b>

# ABOUT NCTE

The National Council of Teachers of English is the nation's leading literacy organization, comprising of nearly 25,000 influential educators ranging from preK through postgraduate 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?

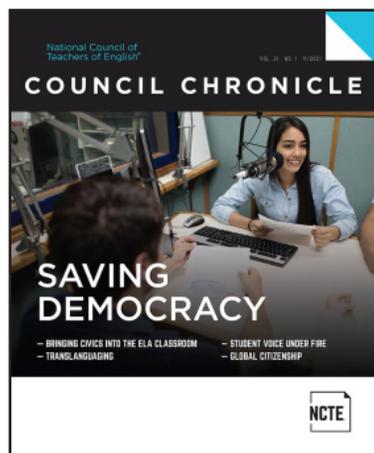


Source: NCTE Readership Study

# 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: 17,500**

**Published: Mar, Aug, Sep, and Nov**

**Tip: Aug is the Annual Convention Preview and one of our most popular issues. Contact us for more information.**

## 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>	Feb, 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



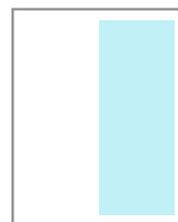
### FULL PAGE

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 the May Convention Preview issue—space closes March 1; artwork due March 15*

### Ad Submission

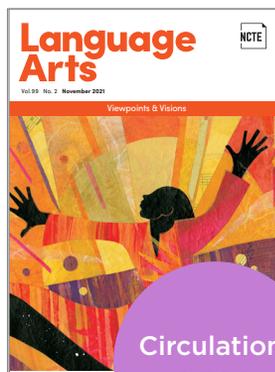
Email press-ready PDF to Allison Norris at [anorris@smithbucklin.com](mailto:anorris@smithbucklin.com).

# 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:  
2,500

#### Editorial Calendar

January 2022	Fostering Joy & Recognizing Brilliance
March 2022	Learning on the Move
May 2022	Viewpoints and Visions (unthemed)
July 2022	Learning with and in Community
September 2022	Lessons Learned from Online and Blended Schooling
November 2022	Viewpoints and Visions (unthemed)

### TALKING POINTS

*Talking Points* is published by Literacies and Languages for All (LLA), 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:  
575

#### Editorial Calendar

May 2022	Unthemed
October 2022	Moving Forward with Literacies and Languages for All

**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	--	--	--

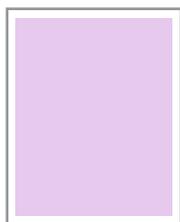
No agency commission. Ads are also included in the online PDF version available to subscribers on NCTE.org.

## TALKING POINTS AD RATES

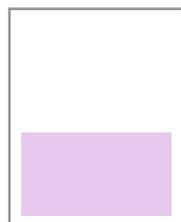
Ad Unit	Black & White
	1x
Full Page	\$510
1/2 Page	\$365

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 Allison Norris at [anorris@smithbucklin.com](mailto:anorris@smithbucklin.com).

# NCTE JOURNALS

MIDDLE LEVEL

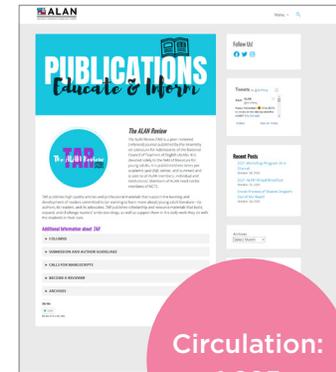
## VOICES FROM THE MIDDLE

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



## 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.



**Published: Feb, Jun, and Oct**

### Editorial Calendar

March 2022	Embracing Flexibility
May 2022	Reflecting Through Feedback
September 2022	Embracing Identities
December 2022	Reimagining Skills

**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	--	--

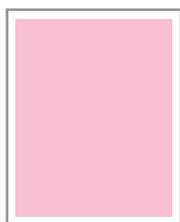
No agency commission. Ads are also included in the online PDF version available to subscribers on NCTE.org.

## THE ALAN REVIEW AD RATES

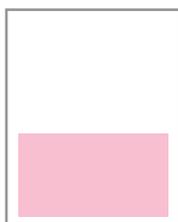
Ad Unit	Black & White	
	1x	3x
Full Page	\$715	\$615
1/2 Page	\$510	\$410
Cover 2	\$765	\$645
Cover 3	\$765	\$645

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

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

### Ad Submission

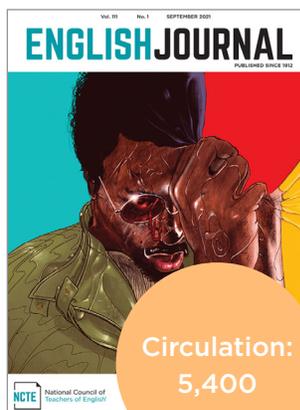
Email press-ready PDF to Allison Norris at [anorris@smithbucklin.com](mailto:anorris@smithbucklin.com).

# NCTE JOURNALS

## SECONDARY LEVEL

### ENGLISH JOURNAL

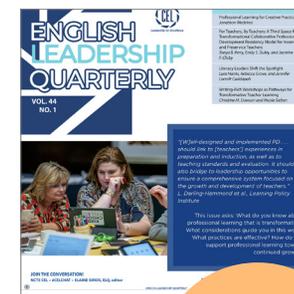
*English Journal* is NCTE's award-winning preeminent journal for secondary and middle school English language arts educators. Make an impact on these experienced and highly educated subscribers by promoting your educational products and services, professional development resources, and more!



Circulation:  
5,400

### 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:  
900

#### Editorial Calendar

January 2022	The Art of the Essay
March 2022	Class Acts
May 2022	Multilingual Arts and Justice
July 2022	General Interest
September 2022	Virtual Learning
November 2022	Monsters and the Literary Imagination

#### Editorial Calendar

February 2022	Leveraging Disciplinary Literacy
April 2022	Learning and Leading with/through Change
August 2022	Designing and Leading Equity and Social Justice-Oriented Professional Development
October 2022	Leading for Text Selection in Contested and Turbulent Times

# 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	--	--	--

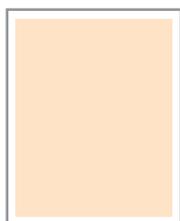
No agency commission. Ads are also included in the online PDF version available to subscribers on NCTE.org.

### ENGLISH LEADERSHIP QUARTERLY AD RATES

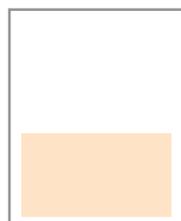
*English Leadership Quarterly* is an online-only publication. See page 15 to learn how you can advertise in the eJournal Announcement.

For more information, contact Liz Barrett at [ebarrett@smithbucklin.com](mailto:ebarrett@smithbucklin.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 Allison Norris at [anorris@smithbucklin.com](mailto:anorris@smithbucklin.com).

# NCTE JOURNALS

COLLEGE LEVEL

## COLLEGE COMPOSITION AND COMMUNICATION Circulation: 3,100

*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: 2,200

*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: 2,000

*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 postgraduate. 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: 1,400

*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: 1,500

*English Education* is the journal of English Language Arts Teacher Educators (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@smithbucklin.com](mailto:ebarrett@smithbucklin.com) for more information.

# NCTE JOURNALS

## COLLEGE LEVEL

### AD RATES (BLACK & WHITE ONLY)

Ad Unit	CCC		College English			RTE		TETYC		English Education	
	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	\$1,410	\$1,320	\$1,330	\$1,220	\$1,130	\$635	\$575	\$785	\$685	--	--

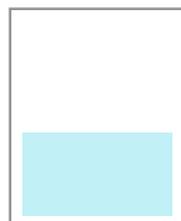
No agency commission. Ads are also included in the online PDF version available to subscribers on NCTE.org.

### 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 Allison Norris at [anorris@smithbucklin.com](mailto:anorris@smithbucklin.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 151,000 subscribers.

## AD RATES & SPECIFICATIONS

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

**\$700**

per issue to  
132,000

**MEMBER**

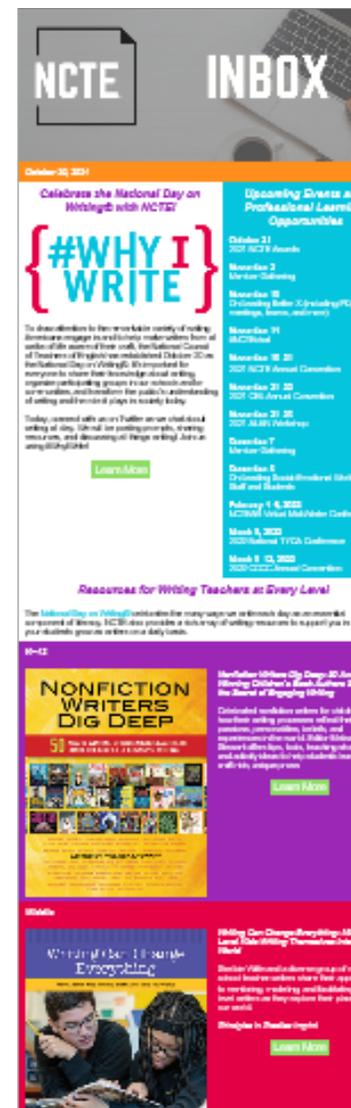
Circulation: 18,585  
Open Rate: 32.1%

**NONMEMBER**

Circulation: 113,723  
Open Rate: 17.4%

### Ad Submission

Artwork due 7 business days prior to publication date. Please provide a 600 x 340 px JPG or PNG file (72 dpi, 40KB max). Your ad will be downsized to 275 x 155 px. Submit file and URL to Allison Norris at [anorris@smithbucklin.com](mailto:anorris@smithbucklin.com).



# 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, May, Sep, Nov	21,000	\$600
<i>Language Arts</i>	Jan, Mar, May, Jul, Sep, Nov	3,100	\$500
<i>Talking Points</i>	May, Oct	700	\$200
<i>Voices from the Middle</i>	Mar, May, Sep, Dec	3,100	\$500
<i>English Journal</i>	Jan, Mar, May, July, Sep, Nov	7,650	\$600
<i>English Leadership Quarterly</i>	Feb, Apr, Aug, Oct	1,000	\$300
<i>College Composition and Communication</i>	Feb, Jun, Sep, Dec	3,700	\$500
<i>College English</i>	Jan, Mar, May, Jul, Sep, Nov	2,550	\$500
<i>Research in the Teaching of English</i>	Feb, May, Aug, Nov	2,150	\$300
<i>Teaching English in the Two-Year College</i>	Mar, May, Sep, Dec	1,550	\$300
<i>English Education</i>	Jan, Apr, Jul, Oct	1,500	\$300



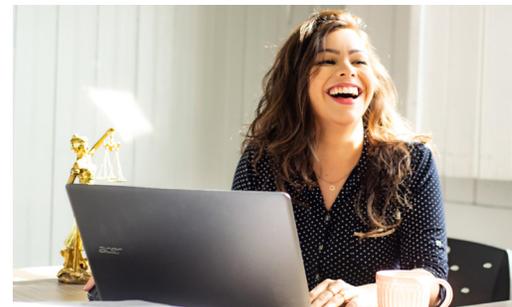
### Ad Submission

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 Allison Norris at [anorris@smithbucklin.com](mailto:anorris@smithbucklin.com).

# DIGITAL OPPORTUNITIES

## ■ SPONSORED WEBINARS

Establish your organization as an industry thought leader by sponsoring a webinar! You provide the content and subject matter experts and we'll manage the entire process from start to finish, including marketing, hosting and moderating. There's no better way to generate leads and reach literacy professionals who need your products and services.



## ■ INCLUDES

- 60-minute time slot
- Hosting services including practical rehearsal
- Live organizer during the webinar
- Opportunity to conduct live polls and Q&As
- Recording of live webinar
- Full list of registrants and attendees

## ■ BENEFITS

- 50,000+ run-of-network impressions on ReadWriteThink
- Six (6) NCTE social media posts
- Banner ad promotion in NCTE's *INBOX*
- Opportunity to submit sponsored article for NCTE's blog

\*Webinar content and materials subject to NCTE approval.

Starting From

**\$8,000**

Inventory

**1 per Month**

# DIGITAL OPPORTUNITIES

## DEDICATED E-BLASTS

Promote your latest solutions, best practices, or thought-leadership content to a targeted audience of literacy professionals with a dedicated e-blast.

Simply provide your copy, images, plus target URL and NCTE will send your message directly to your target market—elementary, middle, secondary, or college educators.

Materials Needed*	Specs
Subject Line and Pre-header	<ul style="list-style-type: none"> <li>• Headline: 50 character max (20-30 recommended)</li> <li>• Pre-header: 40-100 character</li> <li>• Avoid caps, exclamation points, "New", "Free" or "Special"</li> </ul>
Body Copy	Submit as an MS Word document with all links in copy
Graphics and Images	<ul style="list-style-type: none"> <li>• One (1) banner, 96 dpi</li> <li>• Two (2) images, 300 dpi</li> <li>• JPEG/PNG static format</li> </ul>

\*NCTE will prominently display a "Sponsored Content" banner and disclaimer in message. Sponsor content and materials are subject to NCTE approval. NCTE reserves the right to accept or reject Dedicated E-blast requests.

### Material Submission

Materials due 10 business days prior to send date. Submit materials to Allison Norris at [anorris@smithbucklin.com](mailto:anorris@smithbucklin.com).



Avg. Open Rate: 32%

Avg. CTR 1%

# DIGITAL OPPORTUNITIES

## READWRITETHINK

ReadWriteThink is more than just a website. It's a valuable community and resource that provides millions of educators, students and parents. On ReadWriteThink, your brand and message will be highly visible with prominently placed ads on every page of the website. More important, you'll get results—ReadWriteThink.org attracted more than 17 million pageviews last year!

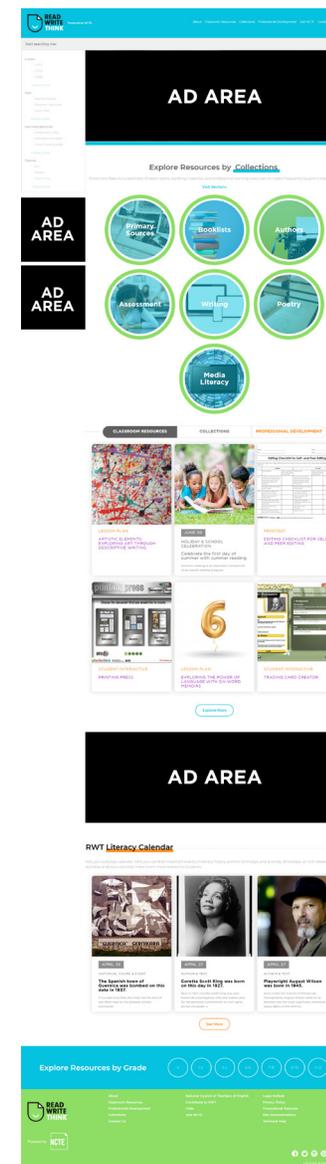
## AD RATES & SPECIFICATIONS

Ad Position	Ad Size	Mobile Size	Rate*
Rotating Carousel	970 x 250	N/A	\$50 CPM
Leaderboard	728 x 90	300 x 250	\$45 CPM
Rectangle	300 x 250	300 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 Allison Norris at [anorris@smithbucklin.com](mailto:anorris@smithbucklin.com).



# EVENT OPPORTUNITIES

## ■ NCTE ANNUAL CONVENTION

Nov. 17-20, 2022  
Anaheim, California  
[convention.ncte.org](https://convention.ncte.org)



The NCTE Annual Convention is the nation's premier gathering of literacy educators. In Louisville, 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 9-12, 2022  
Chicago, Illinois  
[cccc.ncte.org/cccc/conv](https://cccc.ncte.org/cccc/conv)



Join us virtually 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@smithbucklin.com](mailto:ebarrett@smithbucklin.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 22 | Art: January 29

### Ad Submission

Email press-ready PDF to Allison Norris at [anorris@smithbucklin.com](mailto:anorris@smithbucklin.com).

## SPONSORSHIPS

For a full menu of sponsorship options, please contact Liz Barrett at [ebarrett@smithbucklin.com](mailto:ebarrett@smithbucklin.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

- **12%** Elementary
- **24%** Middle School
- **46%** Secondary
- **15%** College

## EXHIBIT BOOTH RATES

Booth Type	Rate
10' x 10' Inline	\$1,635
10' x 10' Corner	\$1,745

## 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 17 | Art: September 23

### Ad Submission

Email press-ready PDF to Allison Norris at [anorris@smithbucklin.com](mailto:anorris@smithbucklin.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@smithbucklin.com](mailto:ebarrett@smithbucklin.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**

preconvention mailing list (available to exhibitors only)

**\$300/M**

preconvention 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 items and email are subject to NCTE approval. Contact Liz Barrett at [ebarrett@smithbucklin.com](mailto:ebarrett@smithbucklin.com) or 202-367-1231 for more information.

# CONTACT US

**NCTE**  
ncte.org

**Exhibit, Sponsorship, and Ad Sales**

Liz Barrett  
National Sales Manager  
Phone: 202-367-1231  
ebarrett@smithbucklin.com

**Production Contact**

Allison Norris  
Account Coordinator  
Phone: 202-367-2432  
anorris@smithbucklin.com