

TESOL 2010 Convention Advertising Opportunities

Increase your visibility at the TESOL 2010 Boston Convention and Exhibit with a premium position in the Convention Program Book!

Promote your booth, reception, seminar, and other activities to attendees at TESOL's 44th Annual Convention and Exhibit in Boston, Massachusetts, March 24–27, 2010. Attendees, presenters, and exhibitors use the printed Convention Program Book throughout the convention to navigate the exhibit floor, plan what sessions to attend, and locate other activities of interest.

CONVENTION PROGRAM BOOK

Covers (3 Positions, Exhibitors Only)

Cover ads offer the highest visibility. Advertisers are selected by lottery. To participate in the lottery, submit your request by January 19, 2010.

Cover 4, full-color (lottery)	\$4,500
Cover 2, full-color (lottery)	\$3,500
Cover 3, full-color (lottery)	\$2,500

Front Matter (Exhibitors Only)

Convention attendees use the front matter—table of contents, schedule, overviews, speaker highlights, maps, the week-at-a-glance, and other key information—more than any other part of the book, so your front-matter ad will receive maximum exposure.

Full-page black & white	\$1,500
Half-page black & white	\$1,100

Advertiser Section (All Advertisers)

Located in the back of the Convention Program Book, this section offers advertisers the opportunity to get their message to all convention attendees.

Quarter-page black & white	\$700
Half-page black & white	\$900
Full-page black/white	\$1,200

Convention Program Book Advertising Specifications

Circulation

6,500 distributed in March 2010

Ad Deadlines

Reservations: January 26, 2010

Copy: January 28, 2010

Specifications

Format: PDF

Printing: offset

Trim size: 8.5" x 11" perfect bound

Text stock: 40# offset

Full Page & Covers: 7.625" x 10.25" (19.4 cm x 26 cm)

Half Page: 7.625" x 5" (19.4 x 12.7 cm)

Quarter Page: 3.75" x 5" (9.5 x 12.7 cm)

Ad Copy

TESOL is a global association membership. Ad copy should avoid abbreviations, especially in addresses. Addresses should include country designations (e.g., USA). Designate currencies by country (e.g., US\$10). Telephone numbers should list area codes. U.S. 1-800 numbers are acceptable.

Advance Program and Convention Program Book Advertising Terms and Conditions

- All Advance Program and Convention Program Book advertisers must pay a 50% deposit with ad reservation. Balance due December 31, 2009. All ads reserved after December 31, 2009 must be paid in full.
- Cover lottery ads must pay \$1500 deposit with ad reservation.
- If you are chosen for the cover lottery, you will be notified and billed the difference due within 30 days of receipt.

General Advertising Terms and Conditions

- A signed advertising agreement is required for all advertising.
- All ads must be approved by TESOL and are accepted subject to the terms and provisions outlined in this rate card.
- TESOL reserves the right to reject, exclude, or cancel any ad or space commitment at any time for any reason.
- Advertisers are responsible for preparing their ads correctly and in accordance with advertising specifications published in this rate card. TESOL reserves the right to re-size or otherwise correct an ad so that it conforms to published specifications. Because of the time constraints associated with publishing, the advertiser may not be contacted prior to changes made to submitted ad materials. The advertiser nevertheless remains responsible for any charges associated with making those changes.
- Companies with overdue balances owed to TESOL for any reason may not advertise until those balances are paid in full.
- Ads must be canceled in writing and confirmed by TESOL no later than the closing date for space for the issue(s) being canceled.
- Cancellations (as well as changes in insertion orders) will not be accepted after the closing date.
- Advertisers will be short-rated* if, within a 12-month period from the start of a contract, they fail to use the number of insertions upon which billing was based.
- If advertising materials are not received by the material closing date for an issue in which space has been reserved, TESOL reserves the right to run a previous ad or, in the event no advertisement is on file, a house ad. In such cases, the advertiser remains responsible for all space and color charges.
- TESOL does not pay agency commissions. This helps keep our ad rates the low.
- Employment ads are not accepted in any TESOL serial publications, including *TESOL Quarterly*, *TESOL Journal*, and *TESOL Connections*.
- First time serial publication and web advertisers are required to pay in full when the ad reservation is submitted.
- Repeat serial publication and web advertisers are required to pay 50% when the ad reservation is submitted. The balance is due within 30 days of receipt of invoice.

**Short rated- if the advertiser has a 4-time contract and runs only 3 ads, all 3 ads are billed at the 1-time rate because the advertiser did not qualify for the 4-time rate*

Advertisement Reservation Form

Placement and Ad Size

____ Lottery for Convention Program Book Cover - \$1,500 deposit

Positions: Cover 2 Cover 3 Cover 4

Note: If your full-page ad is not chosen in the lottery for cover placement, your ad will be placed in the front matter ad section of the Convention Program book.

____ Front Matter

Ad size: _____ Full page \$1,500 Half page \$1,100

____ Advertiser Section

Ad size: _____ Full page \$1,200 Half page \$900 Quarter page \$700

Advertiser Information

Company Name/Booth

Number _____

Contact

Name/Title _____

Contact

Email _____

Phone _____

Fax _____

Address _____

City, State, Zip,

Country _____

Method of Payment

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VISA Mastercard American Express

Card number _____

Name on Card _____

Expiration Date _____

Authorization Code _____

Amount to Charge _____

Signature _____

Date _____

Please fax completed Advertisement Reservation Form and payment to
TESOL 703-836-7864 Attention: Janet Kowall Marketing and Exhibits Manager

If paying by check please make payable to “**TESOL**” and mail to:
TESOL Advertising
1925 Ballenger Avenue Suite 550
Alexandria, VA 22324-6820

Questions about Convention Advertising Opportunities?

Contact Janet Kowall, Marketing and Exhibits Manager
Tel 703-518-2517, e-mail: jkowall@tesol.org

Save the Date!

**TESOL's 45th Annual Convention and Exhibit
March 17–19, 2011, New Orleans, Louisiana USA**