

2012 CSTHEA Curriculum Fair Advertising Purchase Form

(Please write LEGIBLY, especially for the e-mail address & phone numbers)

COMPANY _____

REPRESENTATIVE _____

STREET ADDRESS _____

CITY / STATE / ZIP _____

PHONE (____) _____ CELL (____) _____ FAX (____) _____

E-MAIL _____ WEBSITE _____

ADVERTISING:

Newsletter Circulation is ~750. Send ad in electronic format (JPG or PDF are best) by e-mail to editor@csthea.org. You **MUST** also attach hard copy of ad to this form. *Camera-ready copy enclosed?* _____

*** Newsletter Advertising: Deadlines & Rules - (Refunds are not available for advertisements)**

• **NOTE:** The "Esprit" is published 9 times a year on the following schedule: September, October, November, December/January, February, March, April, May/June, and July/August. Our circulation is 750+ families, most in the Chattanooga/Tri-State area.

Newsletter Deadlines are March 10 for the April issue, April 10 for the May/June issue and June 10 for the July/August issue, etc. The May/June issue is scheduled to arrive to subscribers' by May 1; the July/August issue by July 1. Send ad by e-mail (jpg or PDF formats are best; contact us with formatting questions) to editor@csthea.org. Also a hardcopy version of your ad must accompany your registration. You may change your ad up till the ad deadline. **NOTE:** If you do not get an update to us on time we will put in a scanned copy of the hardcopy you sent us or make an announcement in the space you have purchased.

NOTE: Give yourself a 20% discount on the rates below if you purchase 3 months or more.

Please note newsletter deadlines on here and on "Information and Instructions" page. You are responsible for getting your advertising to us prior to the deadline. **NOTE:** If you do not get your ad to us on time we will put whatever announcement we deem appropriate into the newsletter. **Refunds are not available for newsletter ads.**

NEWSLETTER ADVERTISING PURCHASE OPTIONS & COSTS

PAGE SIZE DESIGNATION (Circle Size Desired)	PAGE SIZE Orientation Dimensions		ISSUES DESIRED 12&1, 2, 3, 4, 5&6, 7&8, 9, 10, 11 <small>(Dec-Jan, May-Jun, & Jul-Aug are Bi-Monthly Issues)</small> (Specify Issues Desired by #)	AD RATE		NUMBER of AD's PURCHASED		TOTAL AD COSTS \$
	HORIZONTAL	VERTICAL		Jul / Aug	Discount	Jul / Aug	Discount	
				Rate	Rate			
					All Other Issues			
				\$ / Issue	\$ / Issue			
Full Page	NA	7.00" x 9.00"		\$179	\$119			
1/2 Page	4.25" x 7.00"	3.25" x 9.00"		\$119	\$79			
1/4 Page	2.25" x 7.00"	3.25" x 4.50"		\$84	\$56			
1/6 Page	NA	2.25" x 4.50"		\$59	\$44			
Biz Card	3.25" x 2.00"	2.00" x 3.50"		\$48	\$32			

I have read and agree to comply with and be bound by the terms and provisions of the CSTHEA Curriculum Fair Exhibitor Invitation and Information/Instructions sheets, the Advertising Purchase Form and the Registration Application Form.

X _____
Representative's Signature (Date)

Newsletter Advertising Total: \$

(Pay by Separate Check from Booth purchase.
Make out check to CSTHEA.
Attach Advertising check & Ad to this Form.)