

# 2017 CSTHEA Curriculum Fair Advertising Purchase & Promotional Information 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 \_\_\_\_\_

**PROMOTIONAL INFORMATION:**

We will be mailing and posting online an advertising brochure highlighting the exhibitors, workshops, and financial incentives available at the fair. We would like to include and highlight the discounts, rebates, and incentives of all of our exhibitors in addition to those of CSTHEA. If you will e-mail to us the details of any promotions, discounts, packages, etc that you plan to offer at our fair, we will include your organization in our list of those offering such incentives in our brochure. **We need your promotional information by May 1.** Please send your information to [exhibitor.reg@cssthea.org](mailto:exhibitor.reg@cssthea.org).

**ADVERTISING:**

**Newsletter** Circulation is about 400. Send ad in electronic format (JPG or PDF are best) by e-mail to [editor@cssthea.org](mailto:editor@cssthea.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 about 400 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@cssthea.org](mailto:editor@cssthea.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<br>DESIGNATION<br><br>(Circle Size Desired) | PAGE SIZE<br>Orientation Dimensions |               | ISSUES<br>DESIRED<br><br>12&1, 2, 3, 4,<br>5&6, 7&8, 9, 10, 11<br><small>(Dec-Jan, May-Jun, &amp; Jul-Aug are Bi-Monthly Issues)</small><br><br>(Specify Issues Desired by #) | AD RATE    |                  | NUMBER of AD's<br>PURCHASED |          | TOTAL<br>AD<br>COSTS<br><br>\$ |
|---|-------------------------------------|---------------|---|------------|------------------|-----------------------------|----------|--------------------------------|
|   | 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 (pg1) and Information & Instructions (pg2) sheets, the Advertising Purchase Form (pg4) and the Registration Application Form (pg3).

**Newsletter Advertising Total: \$**

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