Since 1996, NAGC’s Parenting for High Potential (PHP) has provided practical tools, advice, and resources for families as they explore various talent development pathways and support for their children. Rich in useful content, PHP has established an exemplary collection of high-quality information for parents and family members of children with high potential in grades pre-K to 12.

PHP contains feature articles pertaining to issues related to giftedness, Q&A articles in which experts address readers’ concerns about maximizing their children’s potential, reviews of educational resources for children, as well as an annual list of toy recommendations for bright learners.

Format and Distribution
- Print issues of PHP are mailed to all Parent Associate Members and Parent Affiliate Members and NAGC Individual Members who have opted to receive it.
- ALL NAGC members receive access to all issues via the NAGC website. NAGC plans bonus distribution for two issues annually which boosts circulation.
- PHP also has a “pass along” value for both print and digital issues that contributes to raising awareness among educational leaders and advocates.
- NEW Recognizing the need to expand parent engagement across wider demographics and platforms, NAGC will soon redesign PHP. PHP2Go will be distributed more frequently -- and widely -- starting Fall 2015. The mobile-friendly format will further engage current readers, as well as attract new readers via various web enhancements and topics presented. Printing options and/or an annual “compendium” are being discussed.

About NAGC
The National Association for Gifted Children (NAGC) is a member-supported organization of nearly 5,000 educators, administrators, parents, university personnel, and interested gifted advocates. NAGC promotes the support and education of bright learners in school, at home, and in the community.
Advertising Rates

Effective Date: January 1, 2015
Contact: Deanne Rockola, Sponsorship Boost
Direct: 301-200-4616 x103
Email: NAGCviertising@sponsorshipboost.com

Print Issues (all rates are per insertion)

Four Color

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$1202</td>
<td>$1022</td>
<td>$860</td>
<td>$740</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1110</td>
<td>$944</td>
<td>$802</td>
<td>$682</td>
</tr>
<tr>
<td>Full Page</td>
<td>$925</td>
<td>$786</td>
<td>$668</td>
<td>$568</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$678</td>
<td>$507</td>
<td>$490</td>
<td>$417</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$555</td>
<td>$472</td>
<td>$401</td>
<td>$341</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$401</td>
<td>$341</td>
<td>$290</td>
<td>$246</td>
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</tbody>
</table>

B&W ads available at a 10% discount off of four color rates

Digital Issues (all rates are per insertion)

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$625</td>
<td>$531</td>
<td>$452</td>
<td>$384</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$458</td>
<td>$390</td>
<td>$331</td>
<td>$281</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$375</td>
<td>$319</td>
<td>$271</td>
<td>$230</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$271</td>
<td>$230</td>
<td>$196</td>
<td>$166</td>
</tr>
</tbody>
</table>

Parenting for High Potential digital issues go to all NAGC members plus two issues annually go beyond membership!

Advertising Deadlines

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Ad Insertion Order Due</th>
<th>Ad Materials Due</th>
<th>Issue Mails/Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2015 (digital)</td>
<td>12/12/14</td>
<td>1/19/15</td>
<td>1/26/15</td>
</tr>
<tr>
<td>March 2015</td>
<td>1/28/15</td>
<td>2/16/15</td>
<td>5/16/15</td>
</tr>
<tr>
<td>June 2015</td>
<td>4/24/15</td>
<td>5/8/15</td>
<td>6/10/15</td>
</tr>
<tr>
<td>August 2015</td>
<td>7/1/15</td>
<td>7/17/15</td>
<td>8/5/15</td>
</tr>
<tr>
<td>September and Beyond</td>
<td></td>
<td></td>
<td>Stay tuned for news about PHP2Go</td>
</tr>
</tbody>
</table>
Specifications

1. Publication trim size: 8.5” x 11” with 1/8” bleeds.
2. Preferred materials: high resolution pdf files submitted to kyoho@nagc.org.
3. A copy of the insertion order must accompany ad materials.
4. Two-color ads consist of black plus one publisher’s standard process color (yellow, magenta, or cyan). Any other colors will be matched and charged as a 4-color ad.
5. Web address must be provided with ad materials for online issues.

- The gray line represents the trim of the page which is 8.5” X 11”.
- The light blue area represents the ad area or trim size for that specific ad.
- The red dashed line represents the live area. Keep the copy or important info inside, basically 1/4” inside of the trim line.
- Add a minimum of 1/8” around the ad for bleed area that will get trimmed off at press, i.e. make the ad background or artwork extend 1/8” on all sides beyond the trim line.

Ad Dimensions

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Print Issue</th>
<th>Digital Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>8.75” x 7.25” (bleed)</td>
<td>7.375” x 6.25” (non bleed)</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>8.625” x 11.125” (bleed)</td>
<td>8” x 10.5” (non bleed)</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.625” x 11.125” (bleed)</td>
<td>8” x 10.5” (non bleed)</td>
</tr>
<tr>
<td>Two-third Page</td>
<td>8.75” x 7.25” (bleed)</td>
<td>7.375” x 6.25” (non bleed)</td>
</tr>
</tbody>
</table>

Send Insertion Order and Payment to:
NAGC Advertising
Sponsorship Boost
PO Box 600
White Marsh, MD 21162
Email: NAGCdvertising@ sponsorshipboost.com
## Advertiser Information

<table>
<thead>
<tr>
<th>Company/Organization</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact</td>
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</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>State</td>
</tr>
<tr>
<td>Work Phone</td>
<td>Fax</td>
</tr>
<tr>
<td>E-mail address</td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td></td>
</tr>
</tbody>
</table>

## Insertion

### Issue

- January 2015 (digital)
- March 2015
- April 2015 (digital)
- June 2015
- August 2015

**More sponsorship and advertising opportunities coming Spring 2015 in the new PHP2GO**

### Ad Size/Placement

- Back Cover
- Inside Back Cover
- Full Page
- 2/3 Page (horizontal)
- 2/3 Page (vertical)
- Half Page (horizontal only)
- 1/3 Page (horizontal)
- 1/3 Page (vertical)

### Bleed?

- Yes
- No

## Total amount due _________

## Payment

Payment Method:
- Check
- Mastercard
- Visa
- AMEX
- Discover
- Purchase Order # __________________ (Attach original with form)

Name on Card ____________________________

Card Number ____________________________

Exp __________ Card Verification # ____________ Billing Address Zip Code ____________

Signature __________________________________________ Date ______________________

Fax 888-908-2732

Mail Sponsorship Boost PO Box 600 White Marsh, MD 21162

Questions? 301-200-4616 x103 or NAGCadvertising@sponsorshipboost.com
General Conditions for Advertising

• No advertisement shall be published unless an Insertion Order form and ad copy (see mechanical requirements) are received at the NAGC office by the closing deadline specified by NAGC for the issue(s) desired.

• Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the NAGC offices by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing prior to the insertion deadline, the Advertiser’s most recent ad copy shall be used.

• If all necessary advertising materials are not received at the NAGC office by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.

• No advertisement may be canceled after the Insertion Order date for the issue in which it is scheduled to appear.

• Layout and typesetting costs are not included in the Publisher’s advertising price, and shall be billed separately to the Advertiser at prevailing rates.

• The Advertiser must pay the Publisher’s invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past due account.

• The Publisher shall not be responsible for errors caused by designers and typesetters.

• The Publisher shall not be responsible for claims made in advertisements and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney’s fees and all other associated costs of litigation.

• All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher’s absolute discretion.

• The Advertiser and any agency utilized by it are subject to satisfactory credit reports.

• The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney’s fees and all other associated costs of litigation.

• In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.

Fax 888-908-2732
Mail Sponsorship Boost PO Box 600 White Marsh, MD 21162
Questions? 301-200-4616 x103 or NAGCadvertising@ sponsorshipboost.com