



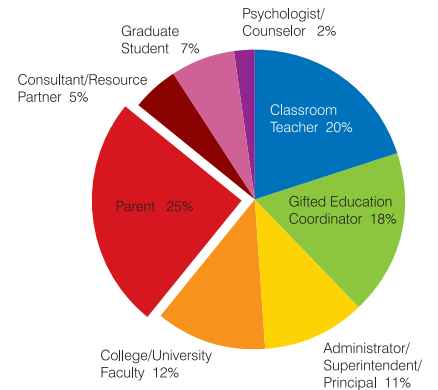
Teaching for High Potential (THP) is a publication from the National Association for Gifted Children (NAGC) designed with educators in mind. Each issue is filled with practical guidance and classroom-based materials for educators striving to understand and challenge their high-potential learners.



- THP is included in each polybag mailing of *Gifted Child Quarterly*, sent to NAGC members four times each year (January, April, July, and October).
- In addition, individual members who do not choose to receive *Gifted Child Quarterly* receive THP.
- THP is now available online to members with multiple links throughout the website to THP issues and articles.
- THP also has a “pass along” value that contributes to raising awareness among educational practitioners and administrators.

## Who Reads THP?

THP Reader Demographics



Circulation: 4,500

Issue Date	Insertion Order Due	Materials Due	Planned Mail Date
Winter 2015	10/17/14	11/10/14	12/12/14
Spring 2015	1/16/15	2/9/15	3/13/15
Summer 2015	4/13/15	5/7/15	6/12/15
Fall 2015	7/16/15	8/7/15	9/12/15

## Advertising Rates

Effective Date: August 1, 2014

Four Color (all rates are per insertion)

	1X	2X	3X	4X
Back Cover 8" x 10½"	\$1073	\$912	\$775	\$659
Inside Cover 8" x 10½"	\$990	\$842	\$715	\$608
Full Page 8" x 10½"	\$825	\$701	\$596	\$507
Half Page 7½" x 5"	\$495	\$421	\$358	\$304
Quarter Page 4¾" x 5"	\$260	\$225	\$195	\$165

### Advertising Contact:

Deanne Rockola  
Sponsorship Boost  
PO Box 600  
White Marsh, MD 21162

Email:  
NAGCAdvertising@sponsorshipboost.com

Phone:  
301-200-4616 ext 103

## Ad Dimensions (width x height)

Publication trim size: 8.5" x 11"

Back or Inside Back Cover	8" x 10.5" (non bleed) 8.625" x 11.25" (bleed)
Full Page	8" x 10.5" (non bleed) 8.625" x 11.25" (bleed)
Half Page (horizontal only)	7.5" x 5" (non bleed) 8.5" x 5.5" (bleed)
Quarter Page	4.75" x 5"

- Preferred materials: high-resolution pdf files submitted to [nagcAdvertising@sponsorshipboost.com](mailto:nagcAdvertising@sponsorshipboost.com)
- A copy of the insertion order must accompany ad materials.

## About NAGC

The National Association for Gifted Children (NAGC) is a member-supported organization of more than 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.





**Send to:**  
 NAGC Advertising  
 Sponsorship Boost  
 PO Box 600  
 White Marsh, MD 21162

# Advertising Insertion Order

## Advertiser Information

Company/Organization \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Work Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail address \_\_\_\_\_

## Insertion

Issue	Ad Type	Ad Size/Placement
<input type="checkbox"/> Winter 2014	<input type="checkbox"/> Four Color	<input type="checkbox"/> Back Cover
<input type="checkbox"/> Spring 2015	<input type="checkbox"/> Black and White	<input type="checkbox"/> Inside Back Cover
<input type="checkbox"/> Summer 2015	<b>Bleed?</b>	<input type="checkbox"/> Full Page
<input type="checkbox"/> Fall 2015	<input type="checkbox"/> Yes	<input type="checkbox"/> Half Page
	<input type="checkbox"/> No	<input type="checkbox"/> Quarter Page

**Total amount due** \_\_\_\_\_

## Payment

Payment Method:  Check  Mastercard  Visa  AMEX  Discover  
*Made payable to NAGC*  
 Purchase Order # \_\_\_\_\_ (Attach original with form)  
 Check No. \_\_\_\_\_

Name on Card \_\_\_\_\_  
 Card Number \_\_\_\_\_  
 Exp \_\_\_\_\_ Card Verification # \_\_\_\_\_ Billing Address Zip Code \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

**Fax**  
888-908-2732

**Mail**  
 NAGC Advertising  
 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.



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