



# NATIONAL ASSOCIATION FOR Gifted Children



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

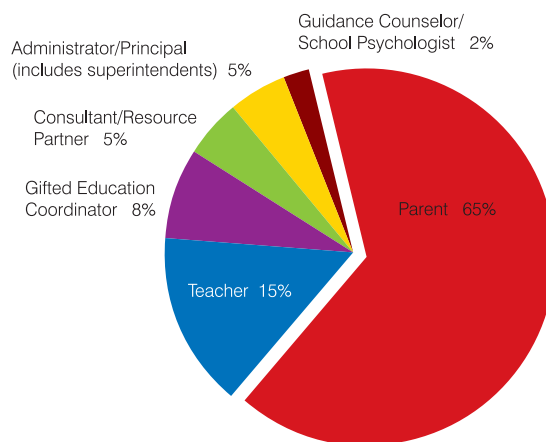
content, *PHP* has established an exemplary collection of high-quality information for parents and family members of children with high potential in grades pre-K to 12.

*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 are mailed to all Parent Associate Members and Parent Affiliate Members, plus NAGC Individual, Graduate Student, and Lifetime Members who have opted to receive it (approximately 2,000).
- **PHP** issues are also available to ALL NAGC members (4,000+) as a downloadable PDF via the NAGC website.
- Select individual articles from **PHP print** issues are also shared via social media, providing further reach.
- **PHP** has always enjoyed a strong "pass along" value that contributes to raising awareness among educational leaders and advocates.

### PHP Reader Demographics



### Parenting for High Potential

Fall 2015

- Includes the Annual Toy List
- Additional distribution at the NAGC Convention in November

Winter 2016

Spring 2016

Summer 2016

Fall 2016

- Includes the Annual Toy List
- Additional distribution at the NAGC Convention in November

### PHP2Go

### Digital Editions

Coming Soon!

### Who Reads PHP?

- Parents, grandparents and family members of gifted children
- Classroom teachers
- Gifted coordinators
- Administrators and School Principals
- Counselors and School Psychologists

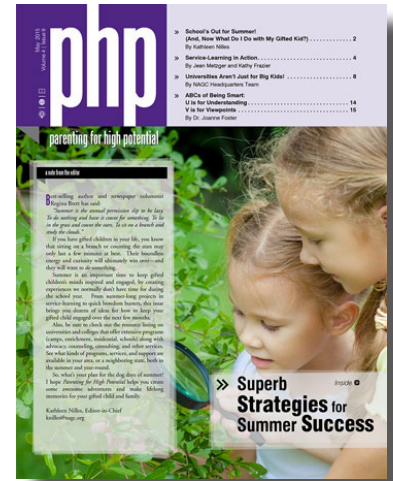
### About NAGC

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 Rate Card

Effective Date: September 30, 2015  
 Contact: Deanne Rockola, Sponsorship Boost  
 Direct: 301-200-4616 x103  
 Email: NAGCAdvertising@sponsorshipboost.com



## Advertising Rates

(all rates are per insertion)

	1X	2X	3X	4X
Back Cover	\$1,500	\$1,275	\$1,082	\$920
Inside Back Cover	\$1,250	\$1,060	\$1,000	\$850
Full Page	\$950	\$810	\$690	\$585
1/2 Page	\$550	\$465	\$395	\$335

## Ad Sizes

(width x height)

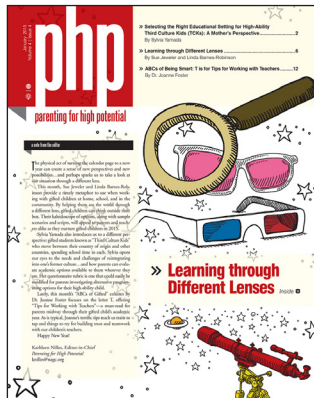
	Bleed	No Bleed	Live Area
Back Cover	8.75" x 7.25"	8" x 6.75"	8.5" x 7"
Inside Back Cover	8.75" x 11.25"	8" x 10.5"	8.5" x 11"
Full Page	8.75" x 11.25"	8" x 10.5"	8.5" x 11"
Half Page (horizontal)	8.75" x 5.75"	8" x 5"	8.5" x 5.5"

## Specifications

- Publication trim size: 8.5" x 11" with 1/8" bleeds.
- Preferred materials: high resolution pdf files submitted to NAGCAdvertising@sponsorshipboost.com.
- A copy of the insertion order must accompany ad materials.

## Deadlines

Issue Date	Ad Insertion Order Due	Ad Materials Due	Issue Mails/Online
Fall 2015	10/7/15	10/16/15	November
Winter 2016	12/28/15	1/8/16	February
Spring 2016	4/8/16	4/22/16	May
Summer 2016	7/1/16	7/15/16	August



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



# Advertising Insertion Order

**Send to:**

NAGC Advertising  
Sponsorship Boost  
PO Box 600  
White Marsh, MD 21162

## Advertiser Information

Company/Organization \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Work Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail address \_\_\_\_\_

Website \_\_\_\_\_

## Insertion

**Issue**

- Fall 2015
- Winter 2016
- Spring 2016
- Summer 2016
- Fall 2016

**Issue/Ad Size**

- Back Cover
- Inside Back Cover
- Full Page
- Half 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**  
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