



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

PHP is presently mailed quarterly in to all Parent Associate Members and Parent Affiliate Members and NAGC Individual Members who have opted to receive it. PHP also has a "pass along" value that contributes to raising awareness among educational leaders and advocates.

Recognizing the need to expand parent engagement across a wider demographic, four additional digital editions will be produced to further engage current readers, as well as to attract new readers via various web enhancements.

Parenting for High Potential Print Issues

March 2012

June 2012

September 2012

- NAGC's annual Toy List
- Additional distribution at the NAGC Convention in November

December 2012

NEW!

Parenting for High Potential Digital Editions

April 2012

July 2012

October 2012

January 2013

Who Reads PHP?

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

About NAGC

The National Association for Gifted Children (NAGC) is a member-supported organization of nearly 7,000 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: December 1, 2011
 Contact: Ken Cibroski
 Direct: 877.965.7492 (toll free)
 Email: ken@adguidance.com

Print Issues (all rates are per insertion)

Four Color

	1X	2X	3X	4X
Back Cover	\$2500	\$2375	\$2256	\$2143
Inside Back Cover	\$2050	\$1948	\$1850	\$1758
Full Page	\$1500	\$1425	\$1354	\$1286
2/3 Page	\$1275	\$1211	\$1151	\$1093
1/2 Page	\$1050	\$998	\$948	\$900
1/3 Page	\$750	\$713	\$677	\$643

Two Color

	1X	2X	3X	4X
Back Cover	n/a	n/a	n/a	n/a
Inside Back Cover	\$1620	\$1539	\$1462	\$1389
Full Page	\$1200	\$1140	\$1083	\$1029
2/3 Page	\$1020	\$969	\$921	\$875
1/2 Page	\$840	\$768	\$758	\$720
1/3 Page	\$600	\$570	\$542	\$514

Black and White

	1X	2X	3X	4X
Back Cover	n/a	n/a	n/a	n/a
Inside Back Cover	\$1125	\$1069	\$1015	\$965
Full Page	\$900	\$855	\$812	\$772
2/3 Page	\$765	\$727	\$690	\$656
1/2 Page	\$630	\$599	\$569	\$540
1/3 Page	\$450	\$428	\$406	\$386



Digital Issues (all rates are per insertion)

	1X	2X	3X	4X
Full Page	\$900	\$855	\$812	\$772
2/3 Page	\$700	\$665	\$632	\$600
1/2 Page	\$500	\$475	\$451	\$429
1/3 Page	\$300	\$285	\$271	\$257

Add a digital issue ad to any print order for 1/2 price!

Send Insertion Order and Payment to:
 NAGC Advertising
 283 Whistlewood Lane
 Winchester, VA 22602
 Telephone: 877-965-7492
 Fax: 877-562-9189
 E-mail: ken@adguidance.com

Advertising Specs

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 Contact: Ken Cibroski
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 Email: ken@adguidance.com



Specifications

1. Publication trim size: 8.5" x 11" with 1/8" bleeds.
2. Preferred materials: high resolution pdf files submitted to ken@adguidance.com.
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 (width x height)

Back Cover	8½" x 7" (non bleed) 8-5/8 x 7-1/8" (bleed)	Two-third Page (horizontal)	8½" x 7"
Inside Back Cover	8" x 10½" (non bleed) 8-5/8 x 11-1/8" (bleed)	Two-third Page (vertical)	5½" x 11"
Full Page	8" x 10½" (non bleed) 8-5/8 x 11-1/8" (bleed)	Half Page (horizontal only)	8½" x 5½"
		1/3 Page (horizontal)	8½" x 3½"
		1/3 Page (vertical)	3" x 11"

Advertising Deadlines

Issue Date	Ad Insertion Order Due	Ad Materials Due	Issue Mails/Online
January 2012 (digital)	12/12/11	1/12/12	1/16/12
March 2012	1/9/12	2/10/12	3/1/12
April 2012 (digital)	3/12/12	4/12/12	4/16/12
June 2012	4/9/12	5/10/11	6/1/12
July 2012 (digital)	6/11/12	7/12/12	7/15/12
September 2012	7/15/12	8/1/12	9/1/12
October 2012 (digital)	9/12/12	10/12/12	10/15/12
December 2012	10/13/12	11/10/12	12/1/12



Advertising Insertion Order

Send to:
 NAGC Advertising
 283 Whistlewood Lane
 Winchester, VA 22602
 Telephone: 877-965-7492
 Fax: 877-562-9189
 E-mail: ken@adguidance.com

Advertiser Information

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

Insertion

Issue	Ad Type	Ad Size/Placement
<input type="checkbox"/> January 2012 (digital)	<input type="checkbox"/> Four Color	<input type="checkbox"/> Back Cover 8.5" X 7"
<input type="checkbox"/> March 2012	<input type="checkbox"/> Two Color	<input type="checkbox"/> Inside Back Cover 8.5" X 11"
<input type="checkbox"/> April 2012 (digital)	<input type="checkbox"/> Black and White	<input type="checkbox"/> Full Page 8.5" X 11"
<input type="checkbox"/> June 2012		<input type="checkbox"/> 2/3 Page (horizontal) 8.5" X 7"
<input type="checkbox"/> July 2012 (digital)	Bleed?	<input type="checkbox"/> 2/3 Page (vertical) 5.5" X 11"
<input type="checkbox"/> September 2012	<input type="checkbox"/> Yes	<input type="checkbox"/> Half Page (horizontal only) 8.5" x 5.5"
<input type="checkbox"/> October 2012 (digital)	<input type="checkbox"/> No	<input type="checkbox"/> 1/3 Page (horizontal) 8.5" X 3.5"
<input type="checkbox"/> December 2012		<input type="checkbox"/> 1/3 Page (vertical) 3.0" X 11"

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
 540.542.0550
 877.562.9189 toll-free fax

Mail
 Ad Guidance, Inc.
 283 Whistlewood Lane
 Winchester, VA 22602

Questions?
 ken@adguidance.com
 540.542.1155
 toll free 877.965.7492