



# L&L Daily Leader

## The Official Newspaper of ISTE's NECC

With exclusive onsite distribution, conference and exhibit hall coverage, and insider access, the **L&L Daily Leader** is the premium advertising venue for exhibitors at **NECC**.

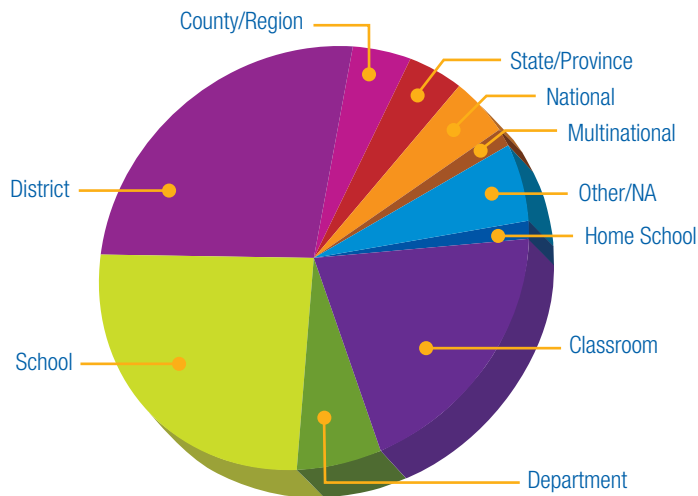
Produced by the staff of **ISTE's Learning & Leading with Technology** magazine, along with onsite contributions from conference staff members, volunteers, presenters, and other educational leaders, the **Daily Leader** is chock full of "must see" editorial content that conference attendees can trust. Full-color photographs and onsite reporting help attendees plan, chronicle and remember their time at **NECC**.

A high editorial to advertising ratio (maximum 40% ad content) ensures both high reader engagement and an outstanding platform for getting your message seen by attendees. New for **NECC 2007**, the **Daily Leader** is being printed on high-quality magazine-style coated paper in the user-friendly tabloid format. As always, the **Daily Leader** will be distributed each morning as attendees arrive at the convention center and throughout the day by **NECC's** hundreds of friendly and motivated **NECC** volunteers.

In addition to the highly effective volunteer distribution, the **Daily Leader** will be available in "news boxes" throughout the conference center. A PDF version of the **Daily Leader** is also produced each day. Including all the content of the paper version, the **Daily Leader** PDF is available to the thousands of highly motivated educators that could not attend the conference in person. It is also available throughout the year on **ISTE's NECC** Web site.

▶ Get noticed at **NECC** with an ad in the **Daily Leader** and extend that benefit year-round with companion ads in **L&L!**

**NECC Attendees  
represent the  
ENTIRE Market!**



International Society for Technology in Education  
<http://www.iste.org> • 175 West Broadway, Suite 300 • Eugene, OR 97401-3003 USA

# L&L Daily Leader

**L&L Daily Leader Advertising Rates (4/c Only)**

	1X	2X	4X
Full Page	\$8,000	\$7,500	\$6,500
½ Page	\$4,250	\$4,000	\$3,500
¼ Page	\$2,700	\$2,500	\$2,250
⅛ Page	\$1,500	\$1,400	\$1,300

**Year-long Advertiser Discount Rates (25% off) (4/c Only)**

	1X	2X	4X
Full Page	\$6,000	\$5,625	\$4,875
½ Page	\$3,187	\$3,000	\$2,625
¼ Page	\$2,025	\$1,875	\$1,687
⅛ Page	NA	\$1,050	\$975



**Mechanical Requirements**

Ads must be supplied as high-resolution CMYK PDFs. You may request the Acrobat job options file we use in creating PDFs and find out more about creating files from L&L's art director, Tamara Kidd, at tkidd@iste.org or 1.541.434.8932.

The publisher is not responsible for the quality of reproduction when specifications are not adhered to and reserves the right to alter materials received that are at variance with mechanical requirements.

Inserts are accepted upon special request and customer expense.

We reserve the right to refuse advertising that is inappropriate for our audience.

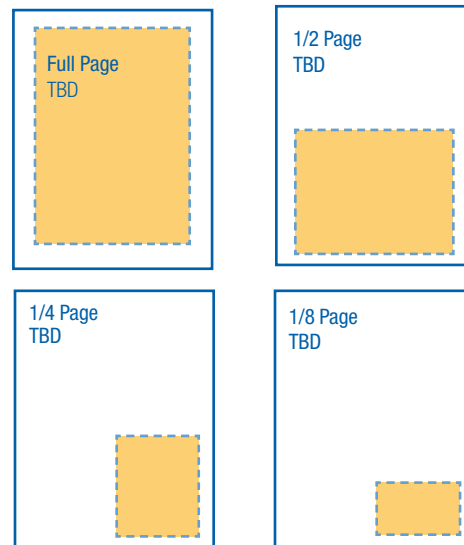
**Terms & Conditions**

Advertising space in the *Daily Leader* is limited. Priority is assigned based on when a signed insertion order is received at ISTE. To qualify for the Year-long Advertiser Discount, advertisers must have either purchased a minimum of three ads in *Learning & Leading with Technology* during Volume 34, or have signed and returned an insertion order to ISTE authorizing the placement of at least three ads in the upcoming Volume 35. Ads for the *Daily Leader* will only be placed for companies exhibiting at NECC 2007. Special ad placement requests are not guaranteed and ISTE reserves the right to refuse advertising that is inappropriate for our audience.

*Effective December 1, 2006. All terms and conditions are subject to change.*

**Ad Sizes**

All dimensions are in picas (width × height).



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