

# ADVERTISING ORDER FORM

Indicate your selections below and submit as directed under Payment & Submission Instructions.

## Combined Final Program & Exhibit Guide *Select ad size and preferred placement.*

### PREMIUM PLACEMENT

	(1 <sup>st</sup> 16 pages)	(2 <sup>nd</sup> 16 pages)
Full Page	<input type="checkbox"/> \$5,050	<input type="checkbox"/> \$4,050
Half Page	<input type="checkbox"/> \$3,890	<input type="checkbox"/> \$2,890
Quarter Page	<input type="checkbox"/> \$3,250	<input type="checkbox"/> \$2,250
Eighth Page	N/A	<input type="checkbox"/> \$950

### STANDARD PLACEMENT

(Beyond p. 32)
<input type="checkbox"/> \$3,050
<input type="checkbox"/> \$1,890
<input type="checkbox"/> \$1,250
<input type="checkbox"/> \$750

\* Premium ad space is limited.  
Call 1.541.346.3537  
to confirm availability!

### COVER POSITIONS *(Full page only)*

<input type="checkbox"/> Outside Back Cover	\$8,450
<input type="checkbox"/> Inside Front Cover	\$8,450
<input type="checkbox"/> Inside Back Cover	\$7,250
<input type="checkbox"/> Inside Front Cover Roll-Out <i>(1 Page)</i>	\$6,950
<input type="checkbox"/> Inside Front Cover Roll-Out <i>(2-Page Spread)</i>	\$10,150

### LISTING ENHANCEMENTS *Indicate your choice(s) below:*

<input type="checkbox"/> Full Company Listing	\$375
<input type="checkbox"/> Limited Company Listing	\$250
<input type="checkbox"/> Company Logo in Exhibitor Directory	\$300
<input type="checkbox"/> Bold Company Name in Exhibit Indexes	\$125

## L&L Daily Leader — The Official Conference Daily!

Select ad size, frequency, and day of publication. Fees shown below are per insertion.

	1x	2x	4x
Full Page	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,800
Half Page	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,050
Quarter Page	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$800
Eighth Page	N/A	<input type="checkbox"/> \$600	<input type="checkbox"/> \$450
Outside Back Cover	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$3,600
Inside Front Cover	<input type="checkbox"/> \$4,375	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$3,150
Inside Front Cover Half Page	<input type="checkbox"/> \$2,625	<input type="checkbox"/> \$2,188	<input type="checkbox"/> \$1,838
Inside Back Cover	<input type="checkbox"/> \$3,750	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,700
Inside Back Cover Half Page	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$1,875	<input type="checkbox"/> \$1,575

### Day

- Sunday:** Keynote Issue Seat Drop
- Monday:** Opening Day Hotel Door Drop
- Tuesday:** Day 2 Hotel Door Drop
- Wednesday:** Closing Day Hotel Door Drop
- All Days:** 4x

\* Super discount rates are available for advertisers who also purchase ad space in ISTE's *Learning & Leading with Technology* magazine. Call Exhibit Management at 1.541.346.3537 for more information.

## Online Interactive Exhibit Hall Logo Advertisements

<input type="checkbox"/> Standard <i>(Star on booth plus logo in rollover)</i>	\$750
<input type="checkbox"/> Premium <i>(Logo on booth plus logo in rollover; limited to 30'x30' booth or larger)</i>	\$1,100

## Literature Distribution

<input type="checkbox"/> Literature Distribution	\$350
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## PAYMENT & SUBMISSION INSTRUCTIONS

### 1 Calculate the total amount of your order and complete the required fields below:

Final Program & Exhibit Guide Advertising:	\$ _____
L&L Daily Leader Advertising:	\$ _____
Listing Enhancements:	\$ _____
Online Exhibit Hall Advertising:	\$ _____
Literature Distribution:	\$ _____
<b>TOTAL CHARGES:</b>	<b>\$ _____</b>

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

E-MAIL \_\_\_\_\_

CONTACT SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

### 2 Fax, e-mail, or mail completed order form with payment to the contact information listed below.

### 3 Submit appropriate materials (described under Mechanical Requirements and Submission Instructions) and remit payment by prescribed deadlines.

### 4 Please note that credit cards are not accepted. Checks should be made payable to ISTE and mailed to:

NECC 2008 Advertising  
175 West Broadway, Suite 300  
Eugene, OR 97401-3003  
Phone: 1.541.346.3537  
Fax: 1.541.346.3509  
E-mail: [neccexhibitorcomm@iste.org](mailto:neccexhibitorcomm@iste.org)

**Questions?** Contact Exhibit Management at 1.541.346.3537 or [neccexhibitorcomm@iste.org](mailto:neccexhibitorcomm@iste.org).