



Advertising Opportunities

MidLines Online (circulation 15,000–20,000)

MidLines Online is the “green” version of our flagship publication. It is circulated three times a year and is “members only”. *MidLines Online* focuses on current topics with teacher-to-teacher emphasis.

Advertisements can be submitted as either PDF’s, png’s, tiff’s, or jpeg’s. They can be submitted via CD/DVD or e-mail.

Ad size		
Full page	7.5" x 10"	\$400
Half page	5" x 7.5"	\$200
Quarter pg	4" x 5"	\$100
Business card	2" x 3"	\$50
<i>Advertise in all 3 issues, take 20% off</i>		

Ad Deadline	
September issue _____	July 1
January issue _____	December 1
May issue _____	April 1

Website Banner Ads

NELMS has a newly redesigned Web site. Many members use it for the latest in NELMS information and professional materials. The Annual Conference sessions, other conferences and workshops, and book store all bring traffic to the site. Site currently receives approximately 2,000 unique visitors a month and over 10,000 page views. Add your organization (graphic and/or brief product description with web-link) to the list!

(Due to the website redesign we can only offer vertical banner ads and buttons)

Ad Type	Pixel Size	Cost/yr
Vertical banner	120 x 240	\$250
Button	120 x 60	\$150

NELMS Annual Conference Program Book (circulation 1,000 plus and it’s available to all online)

This 50-page plus book is distributed to over 1,000 Annual Conference attendees. The book is often retained as a general reference for an extended period after the event. Advertisements must be black and white only, no bleeds. Forward all artwork to the attention of Steve Nicholas.

Advertisements can be submitted as either PDF’s, png’s, tiff’s, or jpeg’s. Graphic resolution must be high enough for printing (200 ppi minimum, 266 preferred) They can be submitted via CD/DVD or e-mail.

Ad size	Exhibitor	Non-Exhibitor
Full page	7" x 5" \$400	\$450
Half page	4" x 5" \$250	\$300
Business card	2" x 3.5" \$75	\$100

Ad Deadline
December 1 (published/distributed in March)

E-mail Link Ads (circulation 12,000 plus)

At least monthly, NELMS sends information and professional materials to our members via e-mail. This is a very targeted list of over 12,000 middle level professionals. The number of advertisers per email is limited, giving you maximum exposure. Add your organization (direct web link with brief product/service description) to our next email for only \$100.

Vendor Online Exhibit Hall

A place to link your business to our members online – \$100/year. (<http://www.nelms.org/pages/sponsors/veh.html>)

Business Membership

Business members get inclusion into the Virtual Exhibit Hall as part of their membership package and 10% off any other ad they might run.

NELMS Advertising Insertion Order

Contact person: _____ Title: _____

Business: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ Fax: _____

E-mail address* required: _____

Form of Payment

MasterCard Visa Discover

Account Number: _____ Exp. Date _____ Security Code: _____

Cardholder's Name: _____

//we wish to place the following insertion order:

Check all that apply:

MidLines Online A.C. Program Web Banner Ad E-mail link ad Virtual Exhibit Hall

Issue/Date of campaign: _____

Description of ad:

Ad Copy/Company URL (if text only)

Please note: Our preferred format for graphic files is Adobe PDF

File will be delivered via: CD/DVD E-mail Other

Notes:

Complete and mail or fax membership form with artwork and payment to:
NELMS, attn: Steve Nicholas • 50 Water Street • Suite 10 • North Andover, MA 01845

p: 978-557-9311 • f: 978-557-9312

Questions? Call Steve at (978) 557-9311