



Conference Program Ad Application

May 31-June 2, 2018

M. C. Benton Convention Center
Winston-Salem, NC

Advertising space is available in our conference program. We are expecting approximately 7,000 attendees at our conference this year. Each adult attendee will receive a conference program upon arrival. The conference program will also be placed online prior to the conference.

Please take a moment to review the enclosed specifications for ad submission. Ads must be submitted in one of our required formats by **April 16, 2018**. Payment, order form and the ad must also be received by this deadline.

If you are a vendor participating in this year's conference, take advantage of this opportunity to draw conference attendees to your booth space. If you are not in the conference this year, it could be a great opportunity to get the word out about your company.

If you have any questions, please contact the NCHE office at 1 (844) NCHE-EDU // 1 (844) 624-3338 ext. 5 or events@nche.com.



**2018 Thrive! The NCHE Homeschool Conference
Program Advertising Order Form**

Company Name: _____

Company Rep: _____

Address: _____ City: _____

Telephone: () _____ Email: _____

Size & Rates		
Full Color Ads:		Submission Deadline: 4/16/2018
Ad Size & Type:	Description	Cost
Outside Back Cover	8.5x11" with bleed 8.75x11.25"	\$930
Inside Front Cover	8.5x11" with bleed 8.75x11.25"	\$815
Inside Back Cover	8.5x11" with bleed 8.75x11.25"	\$775
Standard Full Page	8.5x11" with bleed 8.75x11.25"	\$665
1/2 Page Horizontal	8.5x5.5" with bleed 8.75x5.75"	\$450
1/3 Page Horizontal	8.5x3.625" with bleed 8.75x3.875"	\$335
1/4 Page Vertical	4.25x5.5" with bleed 4.5x5.75"	\$270
1/8 Page Horizontal	3.625x2.25" with bleed 3.875x2.5"	\$165

Ad Size & Type: _____
Cost: \$ _____
Layout fees (see spec sheet): \$ _____
Total Enclosed: \$ _____

Payment By: (please circle)

Check

Mastercard

Visa

American Express

Name on Credit Card: _____

Credit Card #: _____ Exp. Date: _____

Agreement: I have read and understand all conditions and requirements for advertising in the Thrive! The NCHE Homeschool Conference program as described in the Ad Specifications Page. I understand that space is limited. It is on a first come, first served basis. NCHE reserves the right to refuse any advertising.

Signature of authorized representative (Name on credit card if credit card is used)

Specification Sheet

Layout Service Prices:

- For advertisers who need it, we can do the layout to generate a digital ad using your digital logo and adding text for a small additional fee. Fees are: 1/8 page, and 1/4 page \$35.00, 1/3 page and 1/2 page \$60.00, full page \$85.00. All logos, photos and imagery is to be supplied by the client.
- Fees for conceptual ads that involve layouts with more imagery and design oriented ads where NCHE provides backgrounds and images to achieve the desired results are: 1/8 page and 1/4 page \$85.00, 1/3 page and 1/2 page \$110.00, full page \$135.00.
- There is a fee of \$15.00 for each photo & \$10.00 for each logo that needs to be scanned or half-toned.

Print Ad Minimum Requirements:

- Submit a press-ready PDF, JPG, or TIF including bleed, crop marks and embedded fonts. Include all linked files, fonts and the layout file.
- Minimum resolution for photographs is 300 dpi (or ppi) at 100% size.
- Minimum resolution for line art scans is 1200 dpi (or ppi) at 100% size.
- Convert art to process CMYK colors. Do not leave art in RGB. Adding resolution to art will produce questionable results.
- Logos or line art should be vector graphics.
- Type 1 PostScript fonts are preferred. Include the screen font (font suitcase or bitmap font) and all PostScript printer fonts for all typefaces used in your document. True Type or Open Type fonts must be embedded into the PDF. Another option is to convert all fonts to outlines.
- Build layout documents with CMYK process colors. Do not use spot colors.
- Create Rich Black with 60% cyan, 40% magenta and 100% black.
- Include contact information with your disk.
- Files may be submitted on a DVD or CD Macintosh-readable formatted disk, via email or by a download from your FTP site.

Ads must be emailed to: **events@nche.com**.

Send form and payment in one of the following two ways:

- Email the form with credit card information to **events@nche.com**
- Mail to: Conference Program Ads, North Carolinians for Home Education, 8600 Duckskill Dr., Charlotte, NC 28277.