



33RD ANNUAL CONFERENCE Biloxi, Mississippi

2004 CONFERENCE ADVERTISING OPPORTUNITIES

NAAEE's 33rd Annual Conference in Biloxi, MS promises to be an outstanding educational event, which on average attracts about 1,000 participants expected from North America and around the world. Participants' backgrounds include classroom teachers, university professors, nature center employees, zoo and museum educators, park interpreters, non-profit organization personnel, and government agency education professionals. An advertisement in the conference program or your promo item added to the conference folder/tote bag is a very effective way to promote your products and services to our attendees.

Payment may be made by check payable to NAAEE, or we accept Visa, MasterCard or American Express. Please complete the *Conference Advertising Request Form* and submit along with your payment and all required items as indicated, either by e-mail, fax or mail/courier. Complete submissions must be **RECEIVED no later than October 4, 2004.**

SPECIFICATIONS FOR PRINTED ADS

Electronic Submissions (preferred)

We will accept pre-designed advertisements* submitted electronically in the following file formats: jpg, tif or pdf. Ads should have a resolution of at least 300 dpi (print quality pdf). Note: Photographs and logos taken from a website generally do not have high enough resolution for professionally printed materials. Any color submissions will be converted to grayscale. Please label your file:

"2004 Conf Adv" – plus initials of your organization

We will make every effort to ensure your ad is reproduced to the highest quality possible; however, we cannot be responsible for pixelation that may result from files or graphic elements that are submitted at less than required resolution. Please include complete contact information and a pdf copy of your ad with your files, so that we know how your ad should look. If our graphics artist, JW Arnold, has any questions or problems with your file, he will contact you. *Any design services required of him beyond the normal placement of the ad will be charged at the rate of \$75/hr.*

Camera-ready paper original

Submit two copies of your black-and-white camera-ready ad.

Terms and Conditions

*NAAEE reserves the right to reject any advertisement that is unsuitable for our audience. Space is assigned on a first-come, first-served basis. Advertisers will be provided an electronic/fax proof of the ad.

ITEMS TO BE INSERTED

Acceptable items include leaflets, catalogs of educational material, sample issues of journals, etc. Items to be inserted must be pre-approved. *Please e-mail sample copy of print item to Teresa Mourad at tmourad@naaee.org or send a copy by fax to (202) 419-0415. Send other item samples by mail to NAAEE along with completed Conference Advertising Request Form.* After approval, please send **1,000 copies** of your item to the address below at your own expense. To be inserted into the Conference folder, items must be 8 ½ x 11 max. Items that do not fit the folder will be added into conference tote bags. They must arrive at the address below by **November 4, 2004**. NAAEE cannot accept responsibility if your items do not arrive on time to be included. On your shipping label, please specify the following:

(Barbara Eager) - Hotel Guest
;(Hold for arrival 11/04/04)
NAAEE
Attn: Simone Adams
Grand Casino Biloxi
280 Beach Blvd.
Biloxi, MS 39530

QUESTIONS? Contact Teresa Mourad, (202) 419-0412 or e-Mail: tmourad@naaee.org